

Historic, archived document

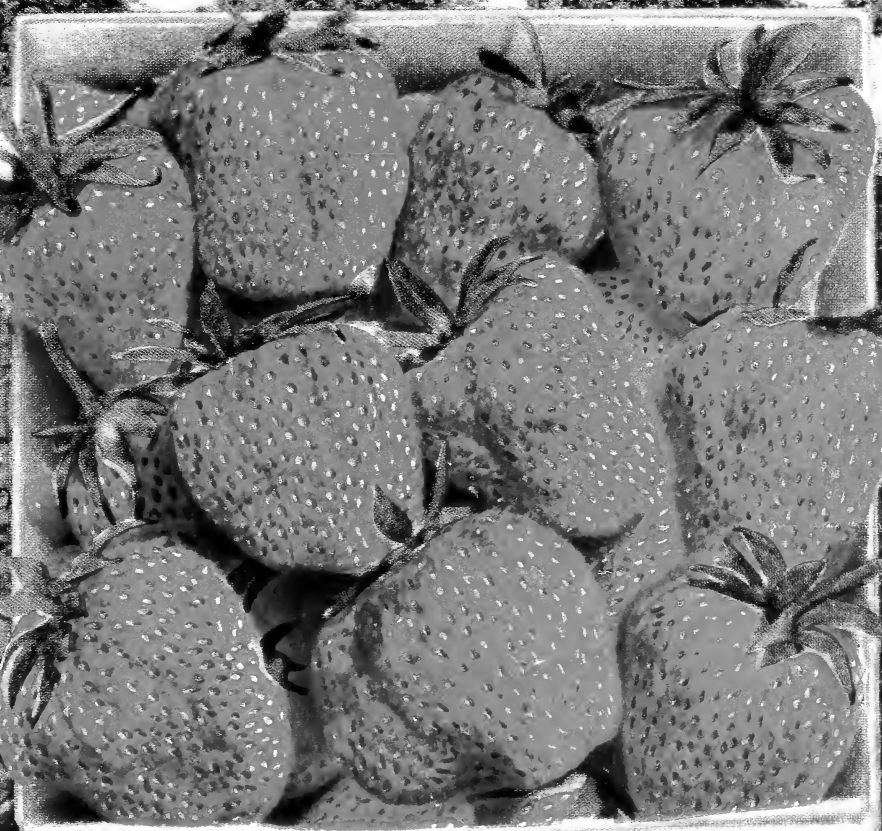
Do not assume content reflects current scientific knowledge, policies, or practices.

(24)

Emlong's

*Guaranteed
to Grow*

Fruit Plants



Cooper

*The BIGGEST
BERRY GROWN*

HENRY EMLONG & SONS

STEVENSVILLE
MICHIGAN

Cooper

Illinois.
"COOPER is the best strawberry we ever grew. The 100 plants produced more than 50 gallons of berries. They lasted for four weeks and produced all we could eat every meal in the day."

A. J. GATES.

Indiana.
"Must say that the COOPER is the greatest drought-resisting strawberry ever introduced. Berries large, fine color and flavor."

GEO. CAPPAGE.

Plant The Original Heavy Yielding Strain

Wisconsin.
"The new strawberry, COOPER, is the best berry I ever saw. Very productive, large size and delicious flavor. COOPER takes first place with me."

G. P. WOEKNER.



For Bigger Profits and Greater Satisfaction Grow *Cooper*

If there ever was a "Million Dollar Strawberry," the wonderful **Cooper**, which we introduced four years ago is it. **Cooper** is the **biggest, most productive and best flavored** Strawberry grown today, and in order to realize the greatest profit and satisfaction from Strawberries—you must grow **Cooper**—one Strawberry that is so different from all other varieties.

Cooper is indeed a **remarkable Strawberry**. The tremendous size and the beautiful, brilliant color of the berries immediately attracts the attention of everyone—but the greatest feature of all is that peculiar wild, delicious flavor not found in any other Strawberry.

Growers and buyers everywhere say COOPER is the finest and showiest Strawberry ever grown.

A Proven Profitable Variety

Nearly everywhere that Strawberries are grown, **Cooper** has created a sensation both as a home and commercial variety. We could fill this catalog with the glowing testimonials we have received from growers the country over, telling of their wonderful success with **Cooper**—but in order to fully appreciate the many exclusive features of this grand variety you must grow it yourself.

Cooper is no longer an experiment, because it has proven itself a **big yielder and money-maker** everywhere—East, West, North and South. Thousands of growers in Ohio, Indiana, Pennsylvania, New York, Maine, Missouri, Illinois, Michigan, Wisconsin, and every other state and Canada, are growing **Cooper**, many of them have discarded all other varieties. That is the greatest recommendation any variety can have.

Succeeds Where All Others Fail

Due to the wonderful vigor of the **Cooper** plant, this variety is adaptable to a wider range of soils and climate than any other variety. When you first grow **Cooper** you will be amazed by the extraordinary growth of the plants. The foliage is immense, the big, broad leaves often growing a foot high. This is due to the great root system, which goes down and down for moisture and enables the plant to produce the enormous load of Big Red Beauties even during continued dry weather.

Remember, that we have the exclusive original **heavy yielding strain**, and due to the tremendous demand for **Cooper** plants, it is imperative that you order immediately. Growers everywhere know the value of this great Strawberry, and we have already booked orders for many thousands of plants. Make sure of your supply, order today and we will reserve them for you.

The picture on the opposite page, while an actual photograph of a **COOPER** plant at fruiting time, cannot fully convey to you the tremendous crop and size of the berries. Many of the berries measure three to five inches around and 18 to 25 usually fill a quart.

Cooper covers a longer fruiting season than any other Strawberry. It is strongly staminate and a perfect mate for the midseason or late imperfect sorts. Ripening with Gibson and Dunlap, it continues fruiting heavily with the later varieties. The unusual vitality of the plant carries every berry to perfect maturity. **Cooper** is the ideal Strawberry for a fancy discriminating trade, owing to its unusual size, delicious flavor and attractive appearance. It's the one ideal Strawberry for all purposes.



You want Better Berries

Our Plants will produce them

There are just two reasons for sending you this copy of our Annual Berry Plant Book. You are interested in berries—that's one reason, and the other reason is—we have the plants that will produce the kind of berries you want to grow.

The above paragraph states the case absolutely and clearly, and I think you will agree that it will be to our mutual advantage and profit if you will plant some of the extra fine stock we have grown this season. We want your order because we know that you cannot buy better, healthier or more productive plants anywhere at any price.

That's Not Guesswork It's a Fact

When we say that you cannot buy better plants at any price, we know what we are talking about. Every plant we ship is guaranteed 100 per cent healthy, vigorous, true to name and productive—more than that—they are guaranteed to **live** and **grow**. This should convince you that we have the utmost confidence in our methods of growing and handling our plants in order to make this liberal guarantee possible.

We would like nothing better than to have you call and see for yourself the ideal upland soil and the many careful operations employed in growing your plants. You would then readily understand why we make the statement that no better plants can be bought at any price.

To Our Customers and Friends

We take this opportunity of expressing our appreciation to the thousands of customers and friends, whose continued patronage and many kind recommendations have made possible our **big berry plant business**. We have again succeeded in growing a fine lot of quality stock and can assure you the same liberal and careful attention you have received in the past.

To our new friends whom we hope to call our customers this year, we have a very interesting story to tell. However, the story is too long to attempt to tell in this short space, and if you are interested in berries—and you should be—we urge you to read this catalog carefully, so that you will have a better understanding of our methods of growing plants that give our customers more than 100 per cent **pleasure, profit and satisfaction**.

Special Prices

If your planting requires several thousand fruit plants, write us, giving a list of the varieties you want and number of each, for special quotations. Get your neighbors to order with you in order to take advantage of wholesale prices. We can meet competitive prices on quality stock, because we have the finest stock of fruit plants in the country. Every plant guaranteed.

10% DISCOUNT ON ORDERS RECEIVED BEFORE MARCH 1ST.



50,000 Berry Growers Make Big Money

Free book tells how~You can do as well

If you are not making a success of the berry business, something is wrong. Other people in your section have made big money growing berries. People with the same kind of land and the same amount of land have made good incomes growing fruit. It isn't luck and it isn't because they are "smarter," because people with the same training and ability as yours are making a big success of the berry business.

Making big money with berries depends on planting healthy, vigorous, productive plants, and then knowing what to do and what not to do. You cannot plant scrub plants and then depend on "good luck" to bring you a paying crop of berries.

Emlong's customers are making big money because we provide them with plants that have the natural ability to produce big crops. Whether you grow berries in a big way or just a few in the garden, whether you are a beginner or an experienced grower, you certainly are interested in big yields and how to get them.

An acre of Strawberries will give a bigger profit than any other crop you can grow, providing you plant healthy, vigorous stock and give them proper care.

Here's the Proof

"\$1500.00 per acre"—is the report of Mrs. Frank Maitland, of Ohio.

"1500 plants produced 2500 quarts"—worth \$400.00, this is at the rate of \$1600.00 per acre. H. H. Krumwiede, of Excelsior, Minnesota.

"7200 quarts per acre"—a season's yield for H. L. Stone, Galatia, Ill.

"\$2150.00 net from 2½ acres"—record of C. L. Teckler, Crystal Lake, Ill.

"4000 plants produced 5000 quarts"—E. M. Severine, of Kinsman, Ohio.

"More than two quarts per plant"—One hundred Cooper plants produced fifty gallons of berries for S. C. Soule, of Mass.

"1000 plants produced 1000 quarts"—despite two Spring freezes. You cannot go wrong with Emlong's plants says W. W. Wirt, of Milford, Ind.

"1000 crates per acre"—The plants I got from you a few years ago produced a record crop. From a small patch 60 by 120 feet, I picked 200 crates, and had no trouble selling the berries for 50 cents more than others got. It certainly pays to plant the best. R. W. Metler, Idaho.

This Book Tells How

This valuable book is given absolutely free with every order amounting to \$2.50 or more. It is not for sale—but a free gift to Emlong customers, that will make you more money, quicker money and easier money, because it gives you the benefit of many years of berry growing experience. In other words it tells you what not to do, which is just as important as doing what you should.

It tells you how to prepare the soil. How, when and where to plant Strawberries, Raspberries, Blackberries, Grapes, Dewberries, Currants, Gooseberries and Asparagus.

Illustrations show how to trim bush fruits and grapes.

In fact, it is a book that you cannot be without if you wish to make a success of the berry business.

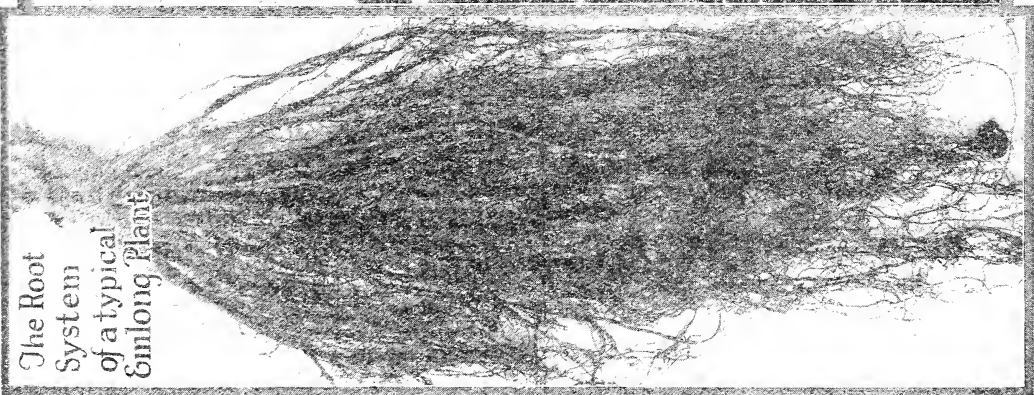
Remember, that it is given free with orders amounting to \$2.50 or more.

Bigger Berry Profits



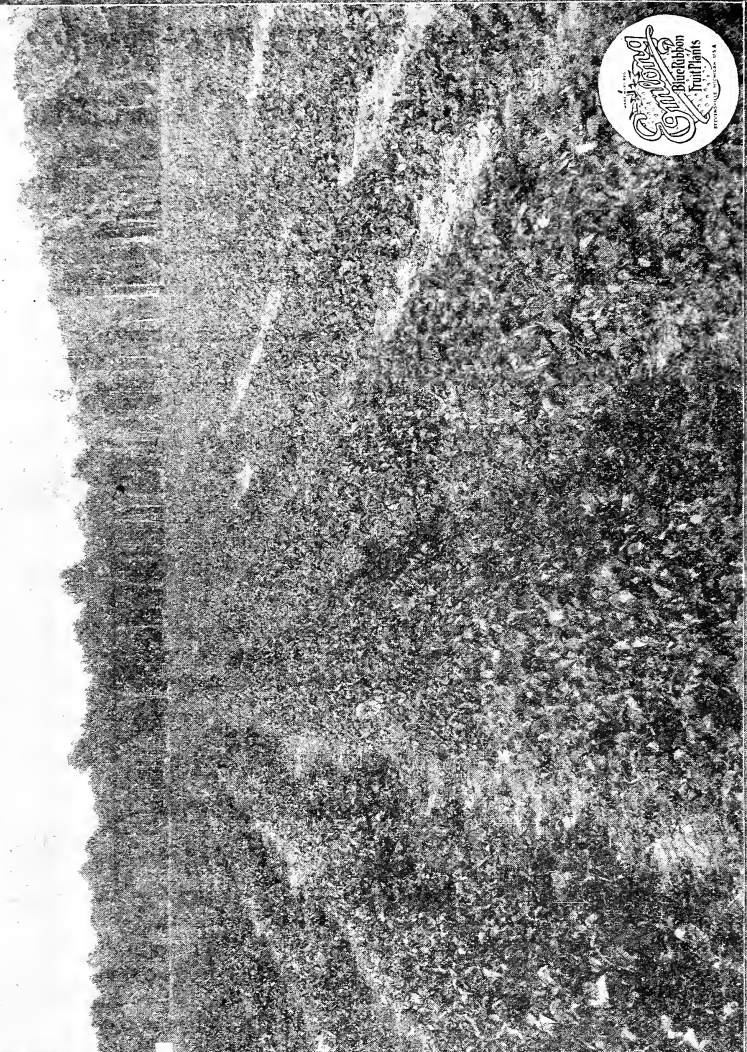
Henry Emlong & Sons
Stevensville, Mich.

The Root
System
of a typical
Emlong Plant



*They thrive like this in our fields
They will grow as well in yours*

Photo in
September
of year of
planting



Naturally you want the healthiest, thriftiest and most productive plants—

It makes no difference whether you are growing berries in a big commercial way for profit, or just a few for home use and pleasure, you want the very best plants money can buy. In this day and age your time and land is altogether too valuable to experiment or waste on something that will not pay you a profit. You don't buy cheap shoes because experience has taught you that they soon wear out. The same rule applies to fruit plants, only more so. Poor plants are high at any price, because it requires more time and expense to make them grow, and even if you do get them to grow, you do not get the big paying crop of berries you would get from good plants.

What is a "Good Plant"?

My idea of a good plant is a healthy, thrifty grower, that has the inborn vitality to carry it through trying conditions such as severe drought, hard Winters, etc., and then comes through with a big crop of good quality berries. Most any kind of a plant will produce a good crop of berries under favorable conditions, that is with irrigation and specially prepared soil, but when they have to fight for their very existence, as plants usually do, it's the well bred, carefully grown and carefully handled plant that brings you the money.

The average grower cannot afford to pet or baby the plants he sets, and thousands of the leading berry growers everywhere know that our hardy, upland northern grown plants are full of pep and "Bound to Grow."

We Are Anxious to Show You

I would like to meet every one of you face to face right here on our own farms, because in that way I could better explain to you the many things we are constantly doing to improve the plan which makes possible the production of Emlong's Blue Ribbon Fruit Plants. Although it requires only one year to grow the Strawberry plants we send you, the soil upon which they are grown must go through a two year crop rotation before it is "fit" to grow good plants, which are the only kind we will offer our customers. Over fifty years' experience has given a thorough knowledge of the business and the benefit of this is cheerfully passed on to you.

Just a Word To the Wise

The supply of fruit plants this year is the shortest in many years. Excessive rainfall early in the season followed by dry, cool weather was very unfavorable to plant growth. We have had reports from every leading grower in the country and all report a serious shortage. This can mean but one thing—the planting will be much less than normal. There is going to be a shortage of fruit, consequently high prices. This is the year to plant, but order early to be sure of getting the varieties you want.

Better Berries Bigger Crops Greater Profits

You are assured of all this when you set the right kind of fruit plants. You all know that carefully selected seed corn will give you bigger ears and more of them, certified seed will give you bigger crops of oats or potatoes—you never see scrub cattle winning Blue Ribbons at the stock shows. You cannot expect to make a success of the berry business if you continue to plant inferior stock. If you have any doubts about the quality of Emlong's berry plants, we know of no way to convince you unless you will give them a chance to show you just what they can do in your own field or garden. Emlong's customers are prosperous, happy fruit growers, because they are making money.

Easy Money For You

Send us the names of your friends who you think will plant fruit this Spring. We will mail them a catalog and will pay you for orders they send us this year. See back of order sheet for particulars.

Why we can **GUARANTEE** every

I am going to explain a few of the reasons why we can guarantee every plant we send you to live and grow—and furthermore, why we can guarantee every order to give **one hundred per cent satisfaction**.

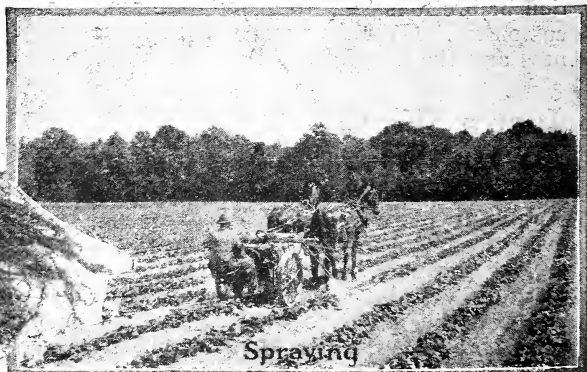
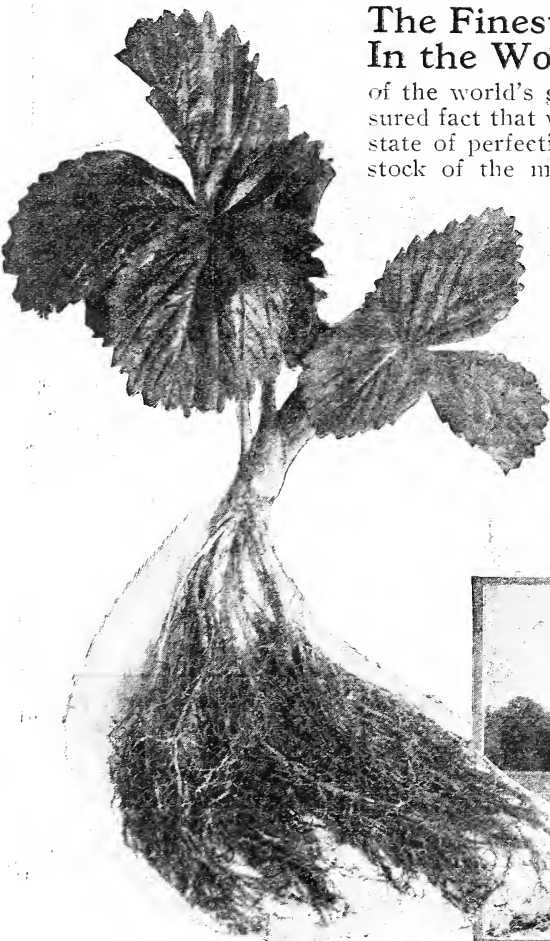
While it will be impossible in this short space to explain every detail of the many operations employed in growing and shipping plants that have the ability to grow and produce profitable crops of berries, I can, however, call your attention to and explain a few of the outstanding points that make possible the production of these good plants.

We urge you to consider these facts carefully—it will be to our mutual advantage—because you want profitable **crops of berries** and we want **satisfied customers**. We are not satisfied only with providing you with good, healthy, thrifty plants, we want every one of them to produce a full crop of fruit—not only that, but the finest fruit that can be grown.

We have never made a big “howl” about New Ground, but we have more actual new virgin soil than any other grower in the country. You are not interested in “New Ground”—you want healthy, vigorous, true-to-name plants and profitable crops of berries. The plant shown here is an actual photo of one of the millions of plants we have grown for our customers this season; a perfect specimen of life and vigor.

The Finest Plant Soil In the World

Our nurseries are located in Berrien County, Michigan, in the very heart of the world's greatest fruit growing district. It is an assured fact that where any particular crop reaches its highest state of perfection, that is where you can procure planting stock of the most productive nature. Our ideal, natural conditions, such as ideal soil, abundant rainfall, long growing season, all contribute their share to the wonderful vitality of our stock, and while we have, during our long experience, learned many things about growing and handling plants for best results, we certainly do not expect or deserve the entire credit for the country-wide popularity accorded Em-long's berry plants, because all of our efforts would be wasted were it not for the very favorable, natural conditions we have in this great fruit-producing center.



Em long plant to live, grow and satisfy



Discing

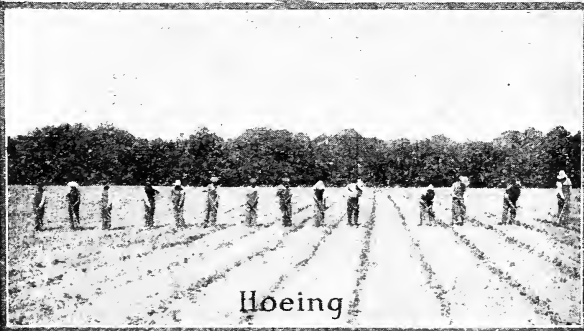
Our big acreage enables us to practice crop rotation; in other words, to give the land a rest and provide the necessary humus to grow vigorous, thrifty plants at the lowest possible cost.



Dragging and Seeding Cover Crop



Cultivating



Hoeing

Every Plant Carefully Handled

Although we grow plants by the million every one of them receives the care and attention of a thoroughbred. We certainly cannot afford to send out weak, inferior plants, under our guarantee; consequently our soil is given a thorough course of preparation in order to produce the kind of stock we can guarantee to live and grow.



We must provide you with healthy stock; that is why we are constantly spraying our fields. Our plants are grown for plants only; we dig up the whole row, assuring you of getting the strongest plants in our fields. It should be easy for you to understand that these plants are worth more than ordinary plants.

Thousands of Berry Growers Endorse

The following testimonials, which are just a few of the many received from our thousands of satisfied customers, are conclusive proof of the advantage you have when you buy plants that have been carefully grown and handled in the nursery. When your plants reach you in a perfect growing condition you are practically certain of a paying crop of berries.

Finest in the Land.

Dear Sirs:— Idaho.
Please ship the inclosed order at once. A friend of mine, Mr. W. W. Thomas, who has been in charge of the United States Weather Bureau here for years, told me your berries are the finest in the land and advised me to order plants from you.

GOSTA AXELSON.

Worth Double the Price.

Henry Emlong & Sons:— Nebraska
I have all my plants and vines set and want to say they are perfect in every respect. They couldn't be better if you charged double the price for them. All in all they are a thrifty looking lot of plants.

FRED H. SEITZ.

Through With Tennessee.

Dear Sirs:— North Carolina.
I received the plants last night and want to say that you sent me the finest lot of plants I ever saw. I have been ordering from Tennessee, but no more southern plants for me. The attention you gave my order and the fine treatment accorded me was certainly appreciated.

L. E. BROWN.

Eighteen Berries Fill a Quart.

Dear Sirs:— Indiana.
The plants I bought of you in 1923 proved all O. K. in both quality and number. Had a fine crop this year and they were certainly beauties; eighteen filled a quart and many of them measured six inches around.

ROY GILMORE.



"I had a good crop of berries this season, although we had frosts until the middle of May. Picked nearly 4,000 quarts from less than an acre. Your plants are hardy, as well as productive."

FRANK SPAULDING, Indiana.

Salisbury, Mass., May 14, 1924.

Dear Sirs:—The 4000 strawberry plants arrived, and wish to inform you that I have been a member of the Massachusetts Department of Agriculture for the past eight years, and have been in the strawberry business all my life, and without hesitation on my part, the plants you shipped me were the very best in all respects, roots and packing, that I have ever received from anyone.

Yours truly,

F. H. GREELEY.

Best Out of Five.

Dear Sirs:— Ohio.
It may interest you to know that I ordered plants from five different nurseries last spring. Yours were the healthiest and thriftiest, and of course, made the best growth.

E. L. WALLACE.

Very Satisfactory.

Dear Sirs:— Pennsylvania.
Just a line to say that I have been with the Boys' Industrial Home, at Oakdale, for the past seven years and have used your berry plants there and found them very satisfactory; so am asking if you can furnish me with berry plants this year.

HENRY E. DENNIS.

Learned a Lesson.

Dear Sirs:— Iowa.
Please rush the inclosed order. I want these to replace some I bought from another firm. Although they cost four times as much as yours, every one of them died, while yours are growing fine. I have learned a valuable lesson.

CATHERINE HARDEMAN.

Packed So Perfectly.

Dear Sirs:— Colorado.
Strawberry plants arrived O. K. They were packed so perfectly that they were as green as when dug. Every plant is growing.

R. E. McCORY.

Must Have Cooper.

Dear Sirs:— Ohio.
By the merest accident we saw your Cooper today, and fruiting, too. We want some plants, now, right away. Do not send money back, saying you are out, but try and scrape up a few for me.

C. K. BULLARD.

Twice as Good.

Dear Sirs:— Colorado.
I received the strawberry and raspberry plants today. I never saw finer plants in my life and I have bought a good many. Fifty per cent of the plants I bought of other growers were not worth planting.

W. F. BAUMDICKER.

Emlong Quality and Service

Henry Emlong & Sons,
Stevensville, Nursery,
Stevensville, Michigan.

Gentlemen:—In 1921 I bought several thousand plants from all over the United States. Yours were the best of all. The Horticultural Commissioner of Santa Clara County made the statement that your plants were the finest plants he had ever seen.

Yours truly,

ED. M. TOBIN.

Palo Alto, Calif.

Finest in the Country.

Dear Sirs:— Ohio.

Strawberry plants received a week ago. They were the finest plants seen in our part of the country. You will receive a lot of business from here next spring.

J. H. GHOLSON.

Honesty Best Policy.

Dear Sirs:— New York.

I fully appreciate dealing with an honest firm. The result of your honesty is the many orders you receive from here.

CHAS. H. SLEIGHT.

This Woman Knows.

Dear Sirs:— Indiana.

You surely have a wonderful way of packing your plants, as mine arrived in perfect condition; best I have ever received, and that is saying a great deal, as I have bought from many nurseries.

MRS. RUBY KOPP.

We Always Make Good.

Dear Sirs:— Ohio.

Thanking you for so generously making good the shortage in plants. Your confidence in taking my word, I assure you, is highly appreciated, and I can conscientiously recommend you to anyone wanting plants.

B. C. CONWAY.

Cost More, Worth Less.

Dear Sirs:— Ohio.

I received the plants you shipped and they certainly looked fine. Set them at once and they are growing fine. My neighbors are sorry they did not buy from you; they bought some from another company, and although they cost twice as much, they were not as well rooted.

C. S. WYATT.

Better Than Expected.

Dear Sirs:— New York.

Order number 6537 arrived O. K. The plants were better than I expected. Anyone wishing plants need not be afraid to order from you, no matter where they are located. The plants were all as fresh as though they were right out of the ground.

STEPHEN E. FARMER.

The quality of the stock we grow, our perfect packing, and the prompt, efficient service we are able to give our customers, are the result of a capable organization and a carefully planned system. Long experience has taught us many things about growing profitable crops of berries and the benefit of all this is cheerfully passed on to Emlong customers.

More Than Pleased.

Dear Sirs:— Missouri.

Plants arrived in fine condition. I am more than pleased with them. Thanks very much. Thanks for your promptness and the careful manner in which you handle orders.

F. H. JOHNSON.

1000 Cases Per Acre.

Dear Sirs:— Idaho.

The plants I got from you a few years ago produced a record crop. From a small patch, 60 by 120 feet, I picked 200 crates, and had no trouble selling the berries for 50 cents more than others got. It certainly pays to plant the best.

R. W. METLER.

Not Even Wilted.

Dear Sirs:— New York.

Plants arrived O. K., and in fine condition. They are the finest I ever received from any nursery. They arrived here not even wilted, and I certainly appreciate such treatment.

M. PECK.

"Full of Pep."

Dear Sirs:— Wisconsin.

Your plants are certainly all you claim them to be, and full of pep; have had mine planted only a few days—and they have grown leaves two inches long.

JOSEPH LANGLOIS.



"We made a net profit this year of \$700.00 from two-thirds of an acre of strawberries grown from your plants. The varieties were Gibson and Aroma. Berries were unusually large."

WILLIAM SIEFERS, Iowa.

The
Wonder
Berry

MASTODON

Everbearing Strawberry

The Largest
Most Delicious
Heaviest Yielding

Now that I have told you something about our methods of growing berry plants—making friends and happy, prosperous customers, I am going to tell you about our “Wonder Berry.” Naturally, as I get to thinking about our different varieties, the great new Mastodon comes to my mind first.

We call it the “Wonder Berry” because everyone that has seen it fruiting this Summer and Fall, in our trial plot, simply go wild—rub their eyes to make sure they are not dreaming, and then exclaim, “What Wonderful Berries!”

I have often wished that I could write a good story, and as I sit here, knowing as I do, the many wonderful, outstanding, superior qualities of the Great, New Mastodon, my only regret is that I am unable to put my thoughts into words. However, even though I could tell you all I know about this “Wonder Berry,” it would be impossible for you to grasp the full meaning of its real value, because there has never been anything like it before.

Imagine, if you can, your Premier, Cooper, Dr. Burrill, Gibson, etc., producing a big crop of berries in July, August, September and right on until Winter, and you will have some idea of the productiveness of the Mastodon. Since the introduction of the first everbearing varieties, years ago, growers have been waiting for a commercial everbearing Strawberry. In other words, a variety that had the size, flavor, productiveness and shipping qualities. Mastodon has all these qualities—and more—the plant, unlike other everbearers, is big, thrifty, with an ideal root system that enables it to produce its enormous crop of berries even under trying conditions.

In regard to size of the berries we call your attention to the crate of Mastodon shown on the inside back cover; you will note that 9 to 12 berries top the boxes. From every viewpoint, Mastodon is a wonder—in fact, the leading June-bearing varieties do not surpass the Mastodon Summer and Fall crop in size, quality, flavor and appearance of the fruit produced.

It will be years before the stock of Mastodon plants will permit planting in a commercial way, so I am going to tell you why it is the ideal berry for home use. It produces a tremendous crop, Summer and Fall, as well as in the Spring; the flavor is simply delicious, and you will enjoy the big, red beauties whether you prefer your berries fresh from the vines, preserved or with shortcake, and the beauty of it is you can have them Spring, Summer and Fall.

\$100,000.00 would not have been too big a price to have paid for this grand variety, but the originator (G. W. Voer, Bunker Hill, Indiana), said this thing was too big for one man to handle, so we bought all of his original stock we possibly could.

Our stock is very limited, and if you want to grow the “Wonder Berry” in your own garden, order your plants today.

Price, \$2.50 per 6; \$4.00 per 12; \$7.00 per 25; \$12.00 per 50; \$20.00 per 100. NOT MORE THAN 100 PLANTS TO A CUSTOMER.

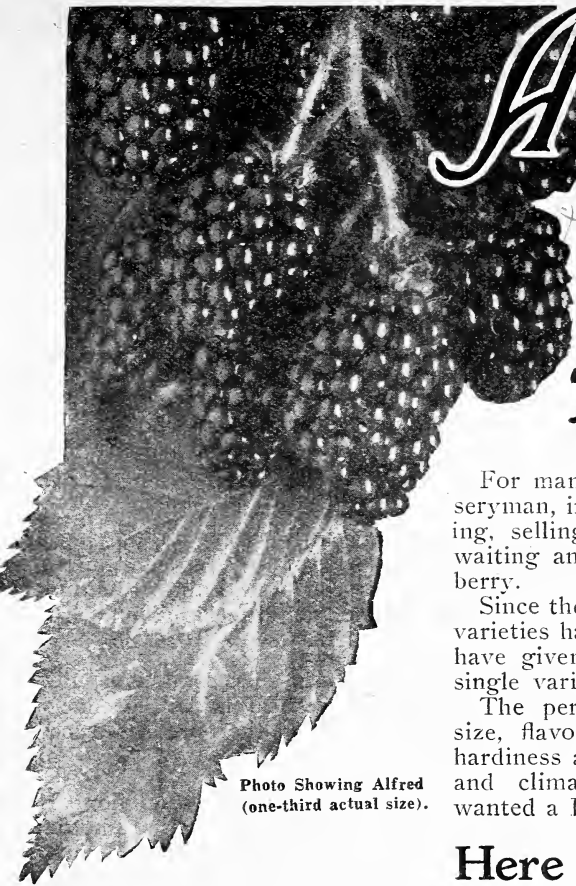
HORTICULTURIST ENDORSES MASTODON

Dear Sirs:—

Lansing, Mich.

During my visits to your nursery during the past summer and fall, I have been greatly impressed by your new Everbearing Strawberry, Mastodon. From my observations I would say that you have at last succeeded in offering a profitable commercial Everbearing Strawberry. The plants are large, sturdy, vigorous growers and unusually productive. The berries are large, uniform and smooth, having exceptionally good color and appearance.

C. G. Boyer
Lansing, Michigan
Asst. State Horticulturist



Alfred

The New Coreless Blackberry

Photo Showing Alfred
(one-third actual size).

For many years, every berry grower, every nurseryman, in fact, everyone at all interested in growing, selling or eating berries, has been patiently waiting and hoping for a good, dependable Blackberry.

Since the passing of the old reliable Wilson, many varieties have come and gone. While some of them have given satisfaction in certain localities, not a single variety has become a universal favorite.

The perfect Blackberry must combine quality, size, flavor, appearance and productiveness, with hardiness and adaptability to a wide range of soils and climates. Growers everywhere have long wanted a Blackberry possessing these qualities.

Here It Is—At Last

After testing and discarding hundreds of varieties, we have the pleasure of offering our customers the **greatest Blackberry of all time—Alfred**—this is truly a remarkable variety. We have watched it closely for the past several years, both on the farms of the originator (Mr. Geo. Stromer, New Buffalo, Mich.), and in our own trial plot. During all this time, Alfred has never failed to produce a big crop, and each succeeding year of observation in comparison with other varieties has more thoroughly convinced us that the **Alfred Blackberry will have a prominent place in the valuable fruits' Hall of Fame.**

Lack of space forbids describing in detail the many good points of this variety; however, I wish to call your attention to the outstanding reasons why Alfred is superior to all other varieties.

Bears Second Season Alfred is such a healthy, vigorous grower that it produces a good crop of berries the year following planting; it is not unusual to pick 18 to 40 berries from a bush the year it is planted.

Immense Size The berries are twice as large as Eldorado, Blower, etc., many of them two inches long, and the finest flavored of all Blackberries. Alfred is the one ideal table berry because it is **coreless**, sweet and delicious.

Extremely Hardy Can be grown everywhere without Winter protection, having withstood 30 degrees below zero and not a tip of a branch injured; other varieties were frozen to ground.

Early Season This is one big feature of this variety; it ripens a week to ten days earlier than Eldorado, and in productiveness it is in a class by itself, covering an unusually long season. We have seen ripe and green berries and blossoms on the bushes at the same time, and Alfred will be bearing when other varieties are gone.

Price, \$1.00 each; \$5.00 per 6; \$9.00 per 12; \$16.50 per 25; \$30.00 per 50; \$50.00 per 100.

Blackberry plants are difficult to propagate and it will be years before there will be a supply of Alfred plants. Our stock is very limited and we should not offer it at all this season, but it is too good to keep to ourselves. We are going to let a few in on it but not more than 100 plants to a customer.

Emlong's Everbearers *Guaranteed to Bear*

After many years of tireless and painstaking care in selecting only those plants showing the greatest productive ability, for our own planting, we have finally succeeded in building up what is, undoubtedly, one of the finest strains of everbearing plants ever produced.

It would be a long and difficult matter to explain all this to you, but if it were possible for us to take you through our everbearing fields during the Summer and Fall, you would need no further proof of what we have accomplished, because the difference between our Big Yield Strain and the ordinary plants is so great that even the most inexperienced grower can see it at a glance.

We have been very cautious in making these claims, because we do not wish to make misleading statements regarding a single variety we offer. But we have received so many glowing testimonials from the thousands of customers who bought Emlong's everbearers last Spring, telling of their wonderful success, that we no longer have any fear of making claims for our everbearers that cannot be backed to the limit.

Every everbearing plant you buy from us is not only guaranteed to grow, but it is also guaranteed to produce berries, commencing the latter part of July and continuing until heavy frost in the Fall. We are so thoroughly convinced of the ability of our everbearers to produce abundantly for you that this liberal guarantee is given with every everbearing plant you purchase from us.

If your efforts with everbearing Strawberries have not been successful, you will be amazed by the tremendous Summer and Fall crop our everbearers will produce for you. We are so positive of your success that we will refund the purchase price of every plant that fails to produce berries.

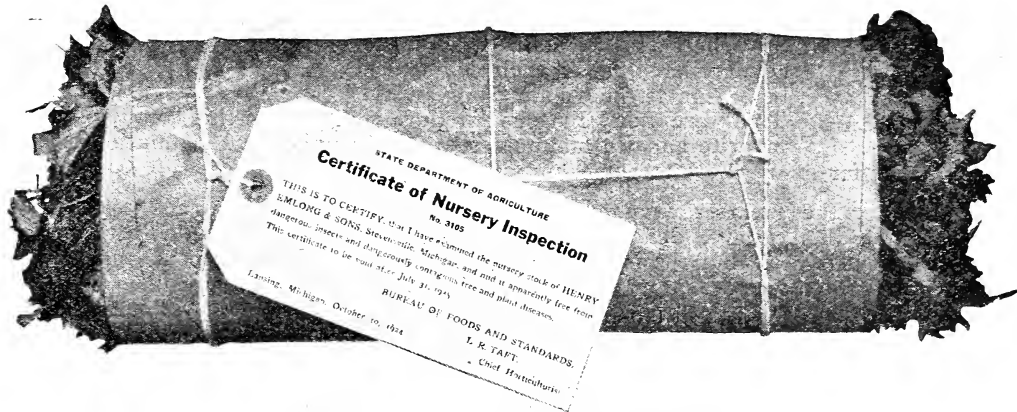
Champion Champion is just what the name implies, a true champion of everbearing Strawberries. See reproductions from actual photographs on pages 20 and 21. This variety produced the record yield of 5,623 quarts from one acre during one Summer and Fall; the net returns were \$2,059.20. This should convince you of the productive ability of this popular variety.

Perfection Having watched this variety closely for the past three seasons, we offer Perfection to our customers this season with the recommendation that it is one of the best everbearers. One big feature in favor of Perfection is the fact that every mother plant and many of the runner plants produce berries. The plant is large, healthy and deep rooted. Fruit is large, fine color and quality, and a perfect conical shape. Our stock came direct from the introducer and is guaranteed genuine.

Progressive The fact that Progressive has been one of the leading everbearing varieties since its introduction, ten or twelve years ago, should be conclusive proof that it is a great everbearer. Progressive is so well known that a lengthy description is unnecessary. The plant is medium in size, a quick, vigorous grower and commences to bear about three months after planting, and continues until Winter. The fruit is of a very delicious flavor, whether eaten fresh from the vines or preserved.

Number of Plants per Acre and Distance for Planting

Strawberries (Commercial)	3 ft. 8 in. x 1½ ft.	7,925 plants per acre
Everbearing Strawberries	2½ ft. x 1½ ft.	11,600 plants per acre
Red Raspberries	6 ft. x 3 ft.	2,425 plants per acre
Black Raspberries	7 ft. x 3½ ft.	1,800 plants per acre
Blackberries	7 ft. x 3½ ft.	1,800 plants per acre
Grapes	8 ft. x 10 ft.	550 plants per acre
Grapes	9 ft. x 12 ft.	400 plants per acre
Asparagus	3 ft. x 1 ft.	14,000 roots per acre



Parcel Post Shipments

We recommend parcel post shipment for orders calling for 1000 strawberry plants or less, 100 grape plants, 200 raspberries, dewberries and blackberries. We have arranged with our Postmaster to send out all parcel post shipments C. O. D. for the postage, and if you want your order shipped by parcel post, remit only for the cost of the stock ordered, and when the shipment arrives, pay your Postmaster or mail carrier the parcel post charges.

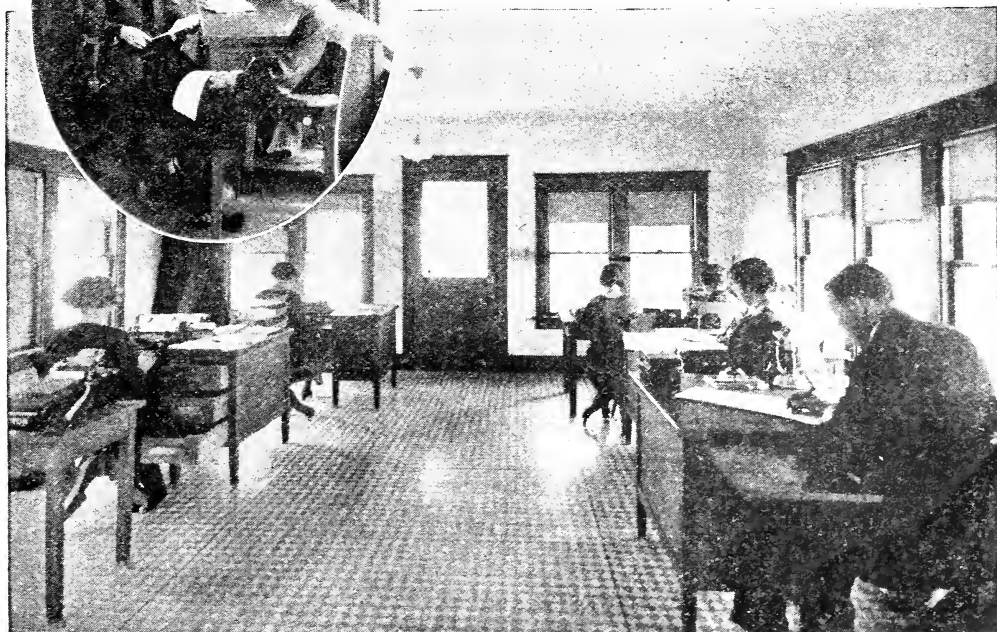
This method is safer, easier and cheaper, because it is impossible to estimate the exact weight of plants. This method insures the parcel and it will be delivered to your door, if your home is within one-half mile of your mail box. It also saves you the trouble of finding the zone in which you live, before sending your order, and you are required to pay the exact charges only.

When you place your order with us your express and parcel post charges are reduced to the minimum, as our stock is carefully cleaned before shipping. No charge is made for packing.

Careful Attention Given to Orders and Correspondence

The cuts from photographs shown below, show our main office and general manager's private office, where your orders and correspondence are given quick, careful attention. All orders are acknowledged within twenty-four hours, and letters are answered the day they are received.

Our big, new packing house is equipped with all modern conveniences for handling stock rapidly, and packing is done by men of long experience in this line of work. Whether you order 25 plants or 100,000, you will be assured of prompt, efficient service.

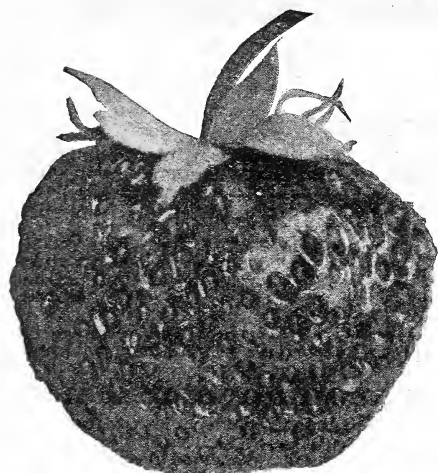


Gibson Midseason Staminate

Many of the most successful Strawberry growers throughout the country have placed their confidence in Gibson as their main crop variety.

There are many reasons for the popularity of this country-wide favorite and we maintain that it will uphold its reputation as a money-maker for many years to come.

Undoubtedly the greatest recommendation we can give Gibson is to tell you of its prominence in this county, Berrien, which probably produces more Strawberries than any other county. For the past ten years or more, fully 95 per cent of all the Strawberries grown in this county have been Gibson.



During all this time Gibson has never failed to produce a big crop of berries; in fact, it seems to be impossible to keep them from fruiting. The plants are large and healthy; foliage is dark green, tough and heavy; resistant to insects and entirely free from fungus diseases.

As a producer, Gibson is in a class by itself; fruit is large and uniform in size and shape; color a deep red with prominent yellow seeds, making it very attractive. Buyers, canners and commission merchants everywhere demand Gibson and pay a premium for them.

The strawberry plants I received from you are the finest plants I have ever seen. Your promptness in handling my order was certainly appreciated, and I will remember you when in need of more plants.
B. C. HONIGER, Pennsylvania.

Aroma Late Staminate

Aroma is unquestionably the most productive extra late Strawberry ever introduced. But in addition to its productiveness, it is the leading late Strawberry, owing to the large size and extra fine quality of the berries. If your market is three or four hundred miles away, plant Aroma, and reap the benefit of the big prices paid for fancy berries.

There is mighty big money in growing Aroma, because it ripens at a time when very few berries are on the market, when even inferior fruit would bring big prices. When you stop and consider that Aroma is one of the largest and finest Strawberries grown, you will readily understand the advantage in growing this late variety.

Prolong your season and increase your profits by planting Aroma. The plants are large, vigorous; crowns extra heavy. Berries large, regular conical shape, beautiful color, fine flavor and excellent quality.

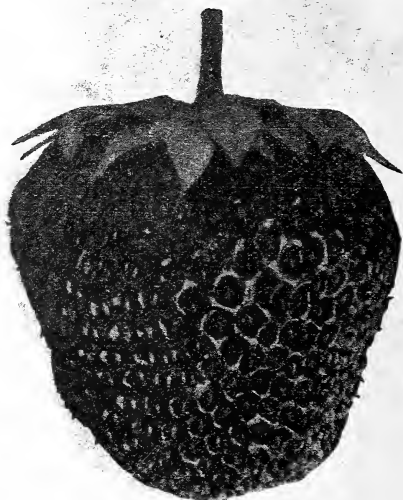
We urge you to place your order for Aroma immediately, as there is never enough to supply the ever increasing demand. You will make no mistake in planting Aroma; many commercial growers plant solid fields of this extra late, profitable Strawberry.

I received the last shipment of plants in perfect condition and I wish to thank you for replacing the stock damaged in transit. The sterling qualities shown thereby proves that it is no risk to deal with you.

W. B. HOBGOOD, North Carolina.

PRICES AND ORDER SHEET, PAGES 38 AND 39.

Four Sure



Winners

This comparatively new Strawberry is without exception one of the biggest money-makers ever introduced. Growers everywhere are planting heavily to Eaton, because its many fine qualities make it one of the most profitable varieties grown today.

Eaton Midseason Staminate

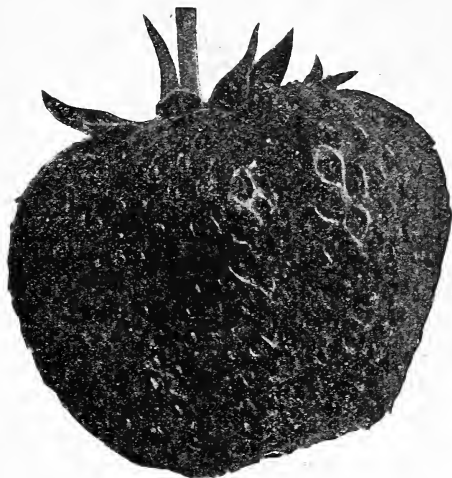
It is one of those rare varieties that has the ability to adapt itself to varying conditions, and produces its customary big crop on all soils regardless of weather conditions. Even when other varieties are a total loss, Eaton will come through with flying colors.

We are frank to say that we at first doubted the originator's statements regarding the tremendous crops produced by this variety, but his claims have been fully substantiated in our own fields, and there is no doubt but what Eaton will become one of the country's leading Strawberries.

The plants are strong, upright growers and root deeply. It is exceptionally productive and bears over a very long season. The berries are large, evenly shaped, dark red clear through; flavor delicious and quality of the best. Eaton is fully as firm as Klondyke or Aroma, and for this reason is unexcelled as a long distance shipper.

Enclosed find order for 14,000 Eaton strawberry plants for spring delivery. Growers here have found this to be a great variety. They produced 12,000 quarts per acre last season and many growers will not plant any other variety.

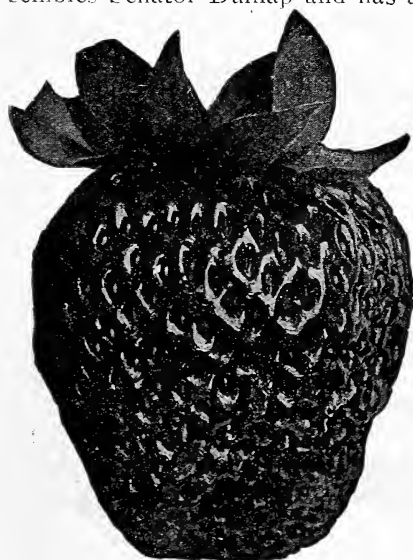
GEO. THOMPSON, Missouri.



Dr. Burrill Medium Early Staminate

The fact that we, as well as thousands of the leading fruit growers throughout the country, have found Dr. Burrill to be a better variety than Senator Dunlap (one of its parents), is sufficient recommendation for this popular variety.

In manner of plant growth, Dr. Burrill closely resembles Senator Dunlap and has all the good features of that grand old variety, with a few more added and from every viewpoint of the commercial grower or gardener, Dr. Burrill is one variety that cannot be ignored.



Nearly everyone knows what Dunlap is, and we will compare it with that variety. Dr. Burrill produces more berries, bigger berries and better berries, in quality, flavor and appearance, and ripening as it does, a few days earlier than Dunlap, it is truly a remarkable variety.

In addition to its value as a commercial variety, Dr. Burrill is an ideal Strawberry for home use. Berries are large, sweet and juicy, and equally delicious when eaten fresh or preserved.

The Rogers Garden and Canning Company wishes to thank you for the fine Dr. Burrill plants you shipped this spring. They were a fine lot of plants; in fact, the best ever planted here. Dr. Burrill is a grand all-purpose variety.

ROGERS GARDEN & CANNING CO., ILL.

PRICES AND ORDER SHEET, PAGES 38 AND 39.

Premier Undoubtedly the Greatest Early Strawberry of all time

Never in the long history of berry growing has there been an extra early Strawberry that could compare with this grand variety in even one of its many good features. Without fear of contradiction we make the unqualified statement that Premier is the greatest early money-maker of all time.

If that isn't enough to convince you that you must add Premier to your varieties in order to make the greatest possible Strawberry profits, we will add to the above statement that Premier produces more berries, bigger berries and better berries in quality and flavor than any other early Strawberry ever grown.

Probably the one great outstanding feature of Premier is its ability to produce its customary big crop of berries everywhere—**East, West, North and South**—wherever Strawberries are grown it is replacing all other early varieties. In fact, many commercial growers are discarding all other varieties in favor of Premier.

In plant growth Premier is as near perfect as any Strawberry can be. It seems to have the knack of making just the ideal fruiting row on all classes of soil, and is also a fine variety for the hill system. The plants are big and vigorous, with extremely large crowns, and a perfect root system. The foliage is a beautiful dark green and entirely free from leaf spot and other fungus diseases.

As a long distance shipper, Premier will compare with any of the midseason or late varieties. The large size and exceptionally fine quality and appearance is so unusual in early varieties that Premier immediately attracts attention of buyers who are willing to pay a big price for the early, fancy Premier.

Your home Strawberry garden is not complete without Premier; plant them this Spring and enjoy your Strawberries more by having them early. The flavor is delicious, and as a canning berry, Premier has few equals, as the fine appearance and shape is retained even after cooking.

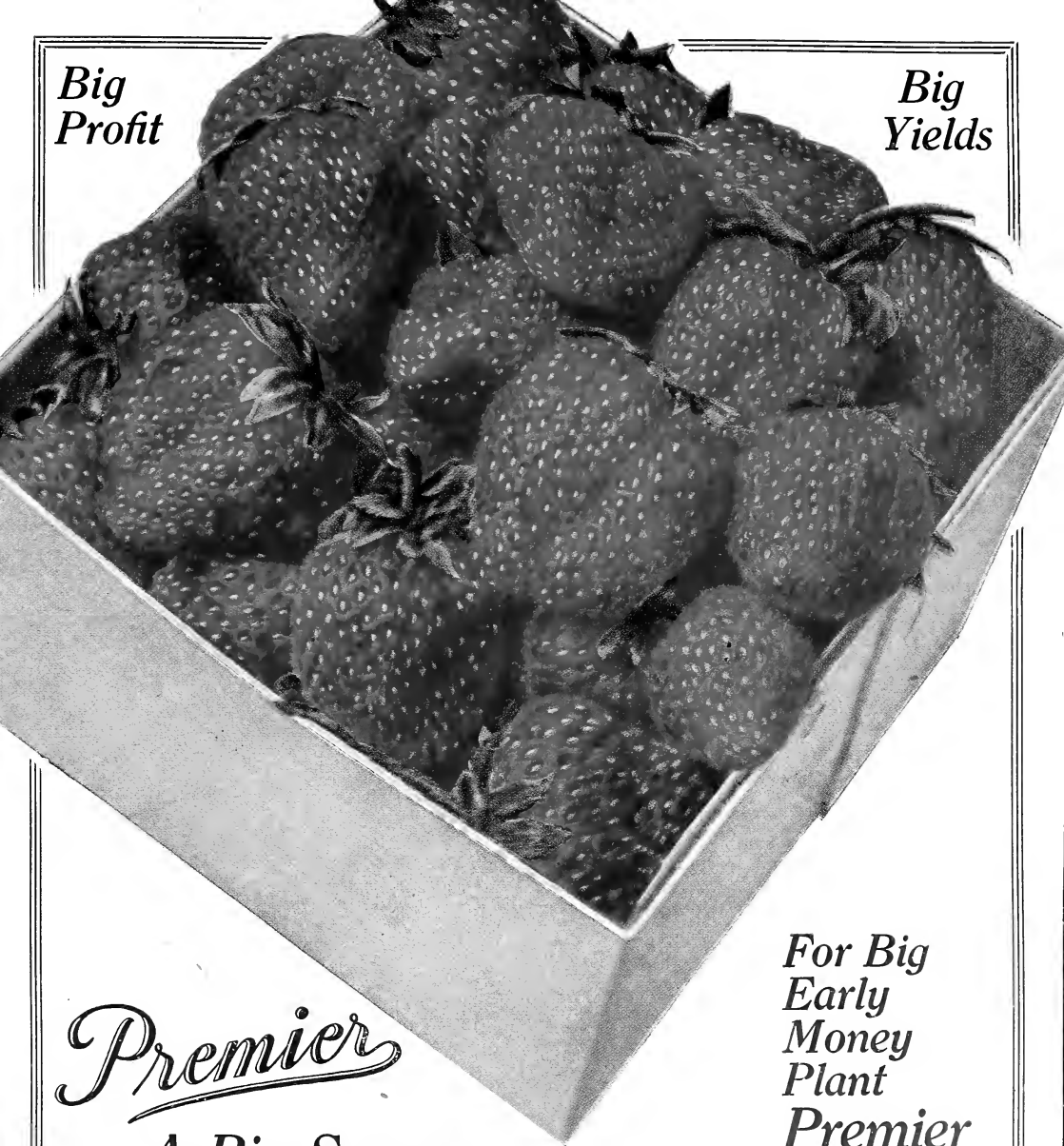
We could go on indefinitely, telling you about this great early Strawberry, but to fully appreciate Premier as a home berry or money-maker, you must do what thousands of other successful berry growers are doing—grow it yourself.



Emlong's Perfect Packing Insures Your Success.

*Big
Profit*

*Big
Yields*



Premier

A Big Success

*For Big
Early
Money
Plant
Premier*

Wherever Strawberries Are Grown

RALPH LAYDEN, Ohio—"Bank account would be a better name, because you will have a big one if you grow Premier."

FRANK LARSON, Tennessee, says, "Premier is a bigger money-maker and a better shipper than Aroma."

HERBERT JONES, Missouri, writes, "Premier is THE ONLY BERRY; a real mortgage lifter, because it is early and a big producer."

JOHN C. HOLMES, of Mass., made a net profit of \$890.00 from one acre.

You will make a big mistake if you don't plant Premier. Better order them today. We have a fine stock of white-rooted, upland grown Premier. "THE KIND THAT GROW." For prices see page 38.

Emlong's Champion

THE MOST PRODUCTIVE EVERBEARER

Delicious Strawberries All Summer and Fall

Even if you neglected to plant Strawberries last Spring, that is no reason why you should not enjoy this healthy and delicious fruit all through this Summer and Fall. That's just what you can have—not next year or the year after—but this year, three months after you plant our Guaranteed Champion you will have fresh, delicious Strawberries right from your own garden—quantities of them, all you can use and some to sell.

No, you don't have to plant an acre or more of them—not if you plant our guaranteed-to-bear strain.

One or two hundred plants will produce a continuous supply of fresh Strawberries for an ordinary family.

Our Champion is persistent, heavy fruiter; in fact, it is impossible to keep them from fruiting, and when you plant them you are just as certain of a Summer and Fall crop as you are of a Spring crop when planting the June-bearing varieties. In fact, you are more certain of a crop because Spring frosts will not injure them.

Champion A World-Wide Favorite

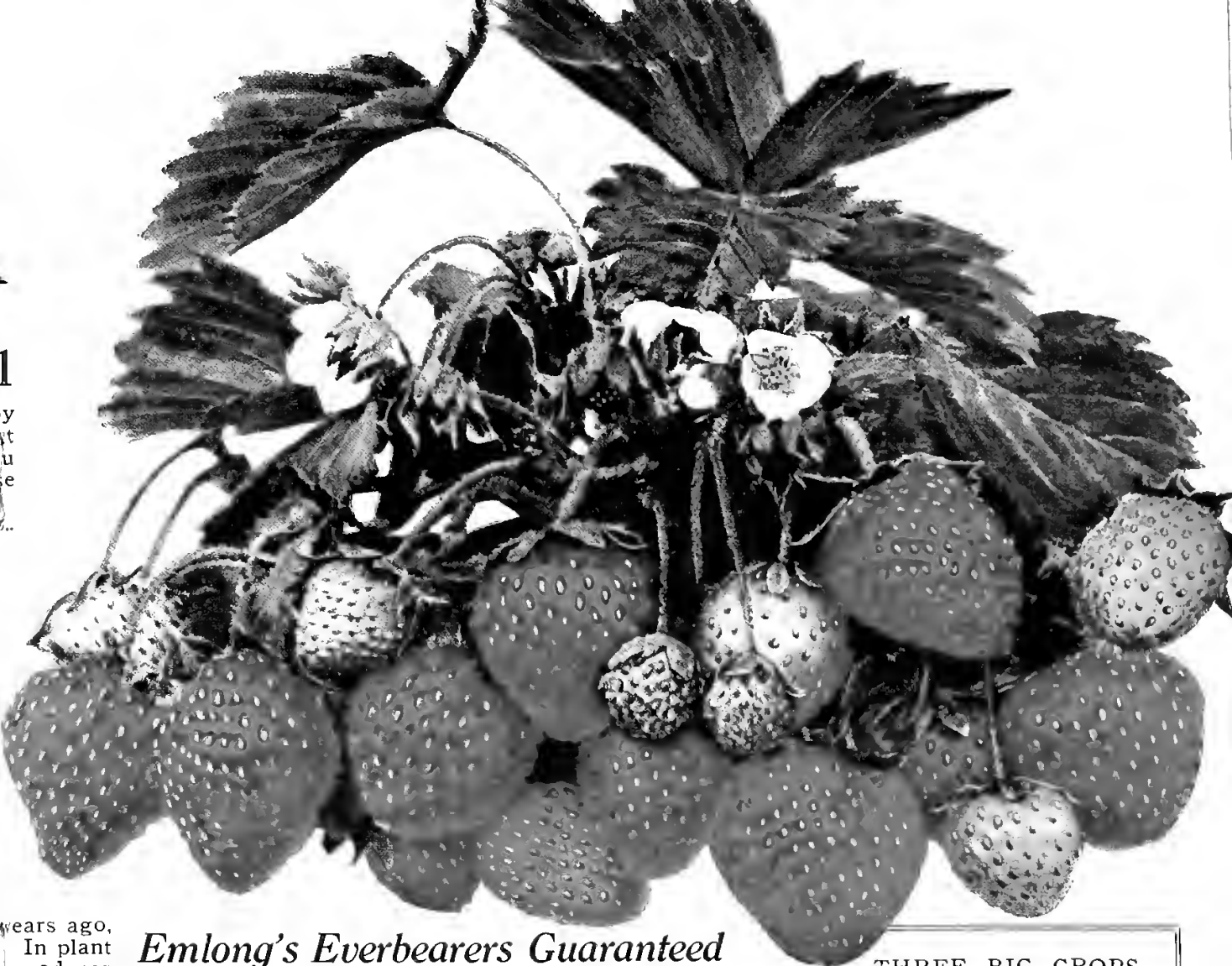
Although Champion was introduced only five years ago, it has become the leading everbearer everywhere. In plant growth it closely resembles Progressive, but it produces more and better berries. Every plant fruits heavily. Champion commences to bear three months after planting and continues until Winter. We invariably have fresh Champion Strawberries for Thanksgiving dinner. In addition to the tremendous crop produced the season the plants are set, Champion is a heavy Spring cropper, ripening about a week earlier than any other variety. Then, after a few weeks rest, they produce another Fall crop.

In addition to giving a continuous supply of Strawberries for the table, Champion is a big money-maker for the market grower. With reasonable care the plants will produce a quart of fruit during the season and it is no trouble to dispose of them at a big price.

NO COMPARISON

I am unable to understand the superior fruiting quality of your everbearers. Since comparing your plants with others I can say that anyone wishing to plant everbearers will make no mistake in ordering from you. Young plants and old literally loaded with green and ripe berries and blossoms, far ahead of all others.

BENTON GEBHART.
Hart, Mich.



Emlong's Everbearers Guaranteed to bear

We are so positive of the ability of our everbearers to produce a big crop for you that we positively guarantee every CHAMPION plant you buy from us to bear—upon proper proof that they do not, we will refund the purchase price; of course, we expect you to give them ordinary care.

Do not deny your family the pleasure of this delicious fruit this Summer. Champion will produce a big crop even on ordinary soil. The originator, Mr. Luebke, produced a record yield of 5,623 quarts from an acre of poor, sandy soil. No matter what your soil conditions are, you can grow Champion with every assurance of success. Order your Champion plants right now as there has never been enough to supply the big demand.

THREE BIG CROPS

Can you furnish the same kind of Champion you sent me when I was living in Kansas? Those 150 plants produced 193 quarts of fine berries the first fall and also a big spring and fall crop the next year. That was the best buy I ever made. Have tried many but yours beat them all.

E. N. GRAVES.
Toledo, Ohio.



Emlong's Big



Prizewinner Garden

See Our Wonderful Offer on Opposite Page

\$2.85



**Ideal Strawberry
Garden**



Everbearing Garden

GROW YOUR OWN STRAWBERRIES

Bargains



\$100 in Prizes

We want everyone to enjoy the health, wealth and happiness that a home Strawberry garden will give, and in order to induce you to plant at least enough for home use, we have made three collections of our finest varieties and are offering them at bargain prices.

Strawberries are delicious whether eaten fresh, preserved or many other ways. Why deny yourself and family all this, or why pay high prices for this finest of all fruit when just a few feet in your own garden will produce a continuous supply the year around, and some to sell.

Prize Winner Garden

How many Strawberries can you buy for \$4.50—not very many is right. But from an investment of only \$4.50 for our Prize Winner Garden, and a few hours of your spare time, you can have a continuous supply of Strawberries—Spring, Summer, Fall and Winter. In addition to this abundant supply of fruit, it is possible to make a profit of from \$100.00 to \$200.00 from this small investment of \$4.50.

We have selected our biggest money-making varieties for this garden, and to create interest and induce special efforts for a big yield we will give \$100.00 in prizes.

50 Cooper
50 Eaton
50 Dr. Burrill

\$4.50

50 Premier
50 Gibson
50 Champion

Our special price only \$4.50.

The regular price is \$5.20.

This contest is open to everyone with the exception of our employees and their relatives. All that is necessary to enter this contest is to plant this Prize Winner Garden, then keep an accurate record of the number of quarts picked the first fruiting season and send us this report before October 1st, 1926.

First prize of \$50.00 will be given to the one growing the most quarts in 1926. Second best will receive \$35.00, and the third prize is \$15.00.

Ideal Strawberry Garden

If President Coolidge, the Prince of Wales, Mary Pickford, or any other discriminating person would ask me to select for them an ideal family Strawberry garden, this is just the collection I would make up for them. These four varieties cover a very long fruiting season, and if you want the finest, showiest Strawberry garden in your neighborhood, order this collection.

50 Dr. Burrill
50 Eaton

50 Cooper
50 Premier

Regular price \$3.20—Our bargain price

ONLY **\$2.75**

Everbearing Garden

Why wait a whole year for berries? Plant our Everbearing Garden and enjoy fresh, delicious Strawberries this coming Summer and Fall. Three months after you plant this garden, it will commence bearing and will continue until Winter. Remember that we guarantee every Em-long Everbearing plant to bear. We have selected the Champion and Progressive for this garden. This will give you the opportunity to compare these two heavy-fruited Fall bearers in your own garden.

100 Champion
50 Progressive

Regular price \$4.00—Bargain price

ONLY **\$3.45**

Standard Varieties *We Recommend*

Senator Dunlap

Midseason Perfect

Senator Dunlap is so well known that a lengthy description is unnecessary. Undoubtedly the greatest tribute we can pay this grand variety is to say that during the past fifteen years more acres of Dunlap have been grown than of any other variety. It is deserving of this popularity because it produces its customary big crop wherever grown.

It ripens in midseason and covers a very long season, very hardy and productive; a very profitable commercial variety. It is especially fine for home use, delicious when eaten fresh, and fine for canning, as it retains its unusually fine appearance and flavor even after cooking.

Delicious

Late Perfect

This valuable new variety which originated in New York, is fast becoming one of the leading varieties, because of its ability to thrive on all soils. The plants are vigorous and healthy, and produce just enough runners to make an ideal fruiting row. Enormously productive, berries are extra large and a beautiful red to the center. An ideal variety for all purposes.

Wm. Belt

This is a very strong and thrifty grower and seems best adapted to the heavier soils. Commences ripening in midseason and continues very late. Berries are large, of extra good quality and fine appearance.

Haverland

Haverland is one of the older, well known varieties still grown extensively in many states. It seems to be peculiarly adapted to the lighter soils, as it roots very deeply. It is very productive, the berries are smooth pointed and of a good red color. Haverland is a pistillate variety and must be planted with a staminate variety for best results.

Glen Mary

A very popular variety in many localities. The plant is a healthy, thrifty grower and makes an ideal fruiting row. Foliage strong and healthy. The fruit stems are large and strong, berries large, fine color and quality.

Collins

This is another new variety that is gaining friends wherever grown. Collins is a medium-early, staminate variety, and produces an enormous amount of extra fine quality fruit, very firm, making it an ideal long distance shipper. It is also a fine berry for canning.

Big Late

Big Late is fast gaining wide popularity, due to its healthy, vigorous growth, wonderful productiveness, large size, beautiful color, fine flavor and perfect quality of the fruit produced. Big Late is a pistillate variety and must be grown with a perfect flowering sort. Aroma is an ideal mate for it, and when the two are grown together, wonderful results are attained. In order to prolong your fruiting season, plant Big Late and Aroma.

Surplus Plants, \$3.50 per 1,000

It has always been our custom to thoroughly clean out our packing house every day during the shipping season. It is impossible to dig the exact number of plants required to fill the day's orders, and we frequently find that we have a surplus of some varieties. We also plant more of some varieties than the demand will consume and rather than destroy these plants we have decided to offer them this season at \$3.50 per 1,000; 5000 or more at \$3.00 per 1000.

We cannot guarantee to supply any particular variety, but will label true-to-name, and will guarantee these surplus plants to be some standard, perfect or self-fertilizing variety. If you are not particular about varieties, this will enable you to make your planting at a big saving.

SPECIAL PRICES ON LARGE QUANTITIES

Raspberries Big Demand Makes Them the Big Money Crop

The big demand and big prices everywhere for both the Red and Black Raspberries makes them one of the most profitable fruits to grow, and everyone that grows strawberries should plant at least an acre or two of Raspberries, as they commence bearing right after the strawberries are gone, and you will find a ready market for this popular fruit.

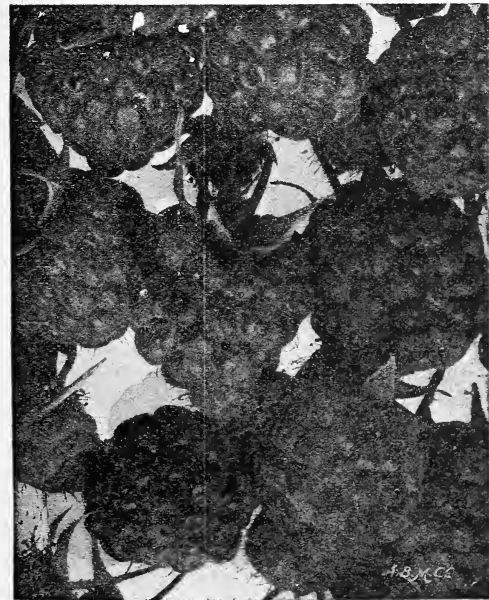
By planting both the Reds and Blacks, your Raspberry season will continue over a period of several weeks, and selling as they do for \$2.50 to \$3.00 for 24-pint crates, you will readily understand the big profits that can be made.

Raspberries will thrive on any kind of well drained soil, and with only ordinary care will produce a big crop regularly. The varieties we offer are perfectly hardy everywhere, and are proven profitable money-makers.

Your success with Raspberries is certain if you will plant our healthy, well rooted plants and follow the simple instructions in regard to planting, cultivation and trimming, described in our free cultural book that will be sent as soon as your order is received.

There is going to be a serious shortage of Raspberry plants this season, because many fields have been condemned on account of disease. Our new land plants are 100 per cent healthy, true to name and productive. We will guarantee your absolute satisfaction with them.

Early King King is without question the most popular Red Raspberry grown today. From every viewpoint of the commercial grower, King is the one ideal Raspberry because of its many points of excellence. Perhaps the greatest feature of this grand variety is its earliness. The fruiting season usually covers a period of four to six weeks. The berries are large, firm, a beautiful color and easily picked, as they ripen all over at once.



Early King.

No matter where you are you can plant Early King with the assurance that it will give you a big crop every year. It thrives equally well on light or heavy soil and is perfectly hardy. Thousands of acres are grown in Minnesota, where Winters are very severe.

Whether you want berries for home use or market, King is the berry you want, as its fine appearance commands the top price on any market, and the full, rich, Raspberry flavor makes it very desirable as a table berry.

Ohio and New York Customers

Our stock is absolutely free from disease. We have complied with your state laws, and by ordering our stock you will be assured of prompt delivery. Michigan Raspberry plants are noted the country over for health and vigor. There are no quarantines on our plants, and no matter where you are located, you will be certain of delivery when you order from us. The serious shortage of plants this season makes it imperative that you order at once.

Victory

A Marvel In Size Quality and Productiveness

healthy. The originator makes the claim that this variety has never been affected with a disease of any kind.

Victory is probably the greatest producer of all Red Raspberries, a single bush having made the record yield of nineteen pints of berries in one season. The berries are cone-shaped, beautiful bright red, large, firm, sweet and of delicious flavor. Quality of the very best, its firmness guarantees perfect shipping qualities.

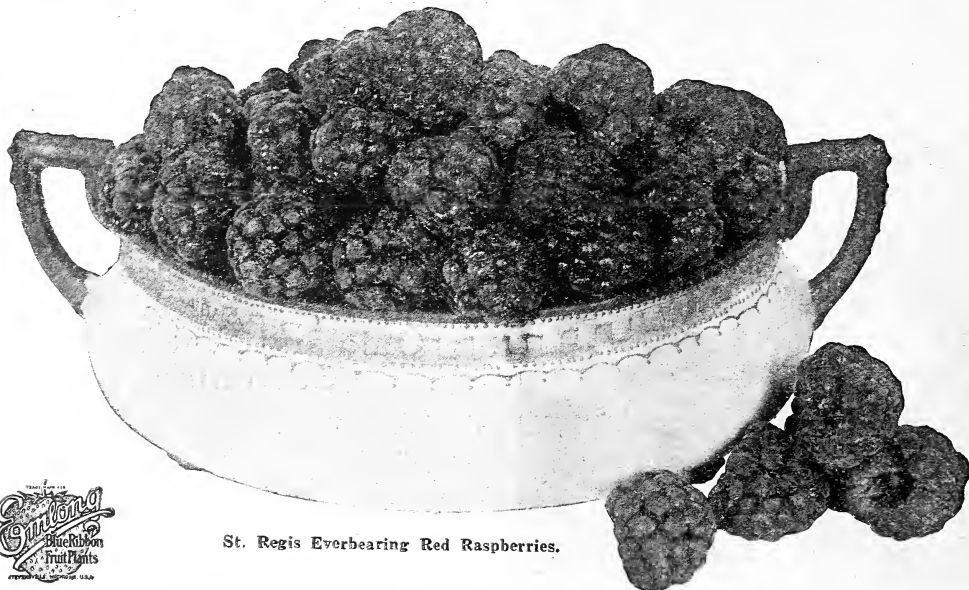
Plant some Victory this season, by all means, but order early, as the supply of genuine stock is very limited.

Cuthbert For many years Cuthbert was the leading Red Raspberry and is still grown extensively in many localities. Cuthbert is a vigorous grower, and produces an enormous amount of fruit, and is equally desirable for home use or market.

Berries are large, conical, dark red color; quality good and the flavor is fine. Cuthbert can be grown everywhere as it is perfectly hardy and will thrive on either light or heavy soil.

St. Regis Everbearing

Without exception, St. Regis is the most productive everbearing Raspberry yet introduced. There is a big demand for this fine fruit in the Fall, and growers receive \$8.00 to \$10.00 for 24-pint crates on the Chicago market. However, if you do not grow them for market you should by all means plant a few bushes for home use. St. Regis produces a big crop of berries during the regular Raspberry season and then continues bearing on the new canes until Winter. St. Regis resembles King in manner of growth, and the fruit is similar in size, quality, flavor and appearance. It is perfectly hardy and grown everywhere with success.



St. Regis Everbearing Red Raspberries.



SPECIAL PRICES ON LARGE QUANTITIES

Cumberland

The "Business Blackcap"

We have never known Cumberland to fail, and the best proof that it is a profitable variety is the fact that the demand for plants is greater every year and more Cumberlands are planted than all other varieties combined.

Cumberland is perfectly hardy and tremendously productive. The berries are extra large, glossy black, and not equaled by any other variety in quality, flavor or appearance. Whether wanted for market or home use, we can recommend Cumberland to our most exacting customers.

Plum Farmer

Plum Farmer originated in New York some years ago and has grown steadily in favor as an early variety. It ripens a few days earlier than Cumberland and matures a big crop of fine berries in a very short season, usually a week or ten days. A vigorous grower and perfectly healthy and hardy.

Honeysweet

This variety is one of the latest additions to the Raspberry family, but I predict that it will become one of the leaders.

Honeysweet is a healthy, vigorous grower, perfectly hardy and produces an enormous amount of large, handsome berries. A few days earlier than Cumberland.

As the name implies, it is a very fine flavored and sweet berry, requires very little, if any, sugar, and while this is a big statement to make, I firmly believe that Honeysweet will replace the Cumberland when it is better known. If you want something really fine for your own use, order Honeysweet.

Winfield

This valuable new Black Raspberry is fast becoming one of the leaders, owing to the unusual size and fine quality of the fruit. The introducer describes Winfield as follows: "Winfield has proven itself the King of all Blackcaps. In hardiness and productiveness it is unexcelled by any other variety. It has never winter-killed through ten years of fruiting. The fruit is of enormous size, single berries cover a quarter. Four to six great clusters are produced on each branch. Fruit is firm, sweet, rich and juicy. Bush is healthy and vigorous, making strong, robust canes. Not troubled with rust, and succeeds on all soils." You will make no mistake in planting Winfield.

This is without question the most profitable and popular Black Raspberry ever grown. It is the one safe and reliable commercial variety because you can depend on a big crop regularly. We call it the "Business Blackcap" because it succeeds on all soils and produces its big crop year after year.



Honeysweet
Black
Raspberries.

WE CAN PROVE THIS

Our big fields of Raspberries are grown for the plants only. The fruiting canes are mowed off each Spring, so that the entire energy will be transferred to the young plants. That is why our plants are so much better than plants that are dug from fruiting fields.

"WONDERFUL"

The Raspberry plants I bought of you thrived wonderfully. The past summer the bushes were simply loaded with very fine berries. Last winter it was 45 degrees below zero, and not one winter-killed. You will get lots of orders from here.

MRS. MARY DRAGOO, Wyoming.

Emlong's Thrifty Stock

insures your
success with
small fruits

(Below)
Cumberland
One year plants.
Grown right and
sure to do well

(Above)
Eldorado
Blackberry Plants
One year old.
Full of ginger

(Above)
Early King
Red Raspberry
One year plants
Full of pep and
ready to grow

Let Us
Reserve
Yours
Now



Write for
Special
Prices on
Large
Quantities

Extra Heavy Transplants For Quick Results

If you neglected to plant berries last spring, here is your opportunity to regain the time lost. For those wanting quick results we offer a limited supply of extra heavy Raspberry and Blackberry transplants. This stock will produce a good crop this year and a full crop the following season.

Why wait two or three years for berries when you can have them this year. These plants are just the thing for home use, as they will provide fresh fruit for the table—in other words, you gain a year's growth. Order soon as our supply of this stock is very limited.

Black Raspberries

CUMBERLAND. Most productive Black Raspberry grown. Berries large; quality and flavor excellent.

HONEYSWEET. Wonderful new variety. A healthy, vigorous grower. Excellent for home use. Berries sweet and delicious.

Red Raspberries

EARLY KING. Earliest and most productive Red Raspberry. Hardy everywhere; bears big crop every year.

ST. REGIS. The best Fall-bearing Raspberry. Will give a continuous supply of delicious Raspberries.

CUTHBERT. The finest Raspberry for home use because of the full Raspberry flavor. Hardy and productive.

Blackberries

MERSEREAU. One of the very best Blackberries; perfectly hardy, very productive. Berries large and sweet; quality good.

PRICES OF EXTRA HEAVY TRANSPLANTS

	6	12	25	50	75	100
Cumberland	\$0.75	\$1.25	\$2.25	\$4.00	\$5.90	\$7.50
Honeysweet	1.50	2.50	4.50	8.00		
Early King75	1.25	2.25	4.00	5.50	7.00
St. Regis	1.00	1.75	3.00	5.50		
Cuthbert75	1.25	2.25	4.00	5.90	7.50
Mersereau	1.00	1.75	3.00	5.50	7.00	8.50

For those wanting a supply of Grapes in the shortest possible time, we have grown several hundred three times root-pruned and transplanted vines. These have **extra long branched tops** and a big root system. Can furnish Concord, Niagara and Worden.

Price, 75c each; 3 for \$2.00; 10 for \$6.00.



Black Raspberry Transplant.



Red Raspberry Transplant.

Blackberries

Root Cutting Plants Save a Year

We have grown what undoubtedly is the largest stock of Blackberry Root Cutting plants in the country, and are giving you the benefit of this big supply by making a very reasonable price on them. In fact, just a trifle more than the common sucker plants.

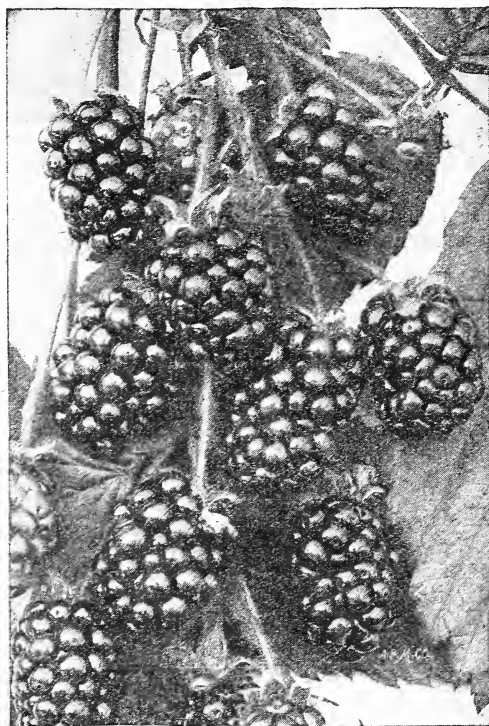
You certainly cannot afford to plant suckers when you can buy Root Cutting plants, as they will make an extraordinary growth the first season, and will produce nearly a full crop the year following planting. This fact is worthy of your consideration, and you should order immediately, as the stock we offer will soon be picked up at our low price.

These plants have a perfectly balanced root system, and you will be amazed by the big growth made the first season.

Eldorado This is the leading commercial Blackberry under cultivation today, and long has been considered the most profitable variety. Eldorado is a strong, upright grower, perfectly hardy, as it produces big crops throughout the northern states without Winter protection.

Eldorado thrives on any well drained soil. The canes are stocky and free from disease. It is one of the most productive varieties ever grown. Berries are large, jet black; flavor and quality excellent. Eldorado is an excellent commercial variety, as it is a fine looking berry and stands up well after picking.

There is big money in Blackberries because the fruit is ready for market when there is very little other fruit: consequently the demand is good with prices always high. Blackberries will thrive on any kind of well drained soil, and it will pay you to plant this valuable fruit.



Mersereau This variety originated in Northwestern New York and is grown extensively in very cold climates, as it is perfectly hardy. In many sections this variety is replacing Eldorado, especially on the lighter soils, as it is a very strong and deep rooted grower. The foliage is deep green, tough and leathery, and practically immune from insects, rust and other fungous diseases.

Mersereau is very productive, berries much larger than Eldorado—long, jet black beauties, and the flavor is exceptionally fine. You will make no mistake in planting Mersereau, as it is a wonderful variety for home use as well as market.

We are Members of The American Association of Nurserymen

This Association admits to membership only those nurserymen who are financially able to carry out their contracts, and have a reputation of fair and square dealing. It gives purchasers of nursery stock unlimited protection from fraud. Whether you buy your stock from us or elsewhere, make sure that you make your purchases from a member of this association.

SPECIAL PRICES ON LARGE QUANTITIES

Dewberries *The \$1,000⁰⁰ an Acre Crop*

We strongly advise our customers to grow Dewberries, because the demand for this fruit is becoming greater every year. One reason for the tremendous demand for this fruit is that it ripens and produces a full crop when there are no other berries on the market.

Dewberries do very well on all kinds of soil, and are especially adapted to very light soil that will not produce other crops. Considering the unusual profits made by growers everywhere, it is surprising that Dewberries are not more extensively grown.

Many growers in this locality have planted large fields to Dewberries in recent years and are now cashing in on this big money crop, as they are very productive and the fruit is in big demand on account of the large size and extra fine flavor of the berries.

Thousands of the most successful berry growers are filling in their season with Dewberries, and we urge you to get started with them this season and get your share of the big, sure profits

Lucretia This variety has proven itself the finest Dewberry for market or home use yet introduced; in fact, it is far ahead of any other variety. It is a strong, vigorous grower and produces an enormous amount of fine fruit regularly. The berries are extra large, often two inches long, a lustrous black color, coreless, sweet and delicious. Dewberries are entirely free of rust and other fungous diseases.

Alfred—The New Coreless Blackberry

This new variety deserves a trial by everyone that likes Dewberries or Blackberries. The berries are large, jet black beauties, and are produced in abundance. The size, shape, appearance and flavor of the berries so closely resemble Dewberries that it could rightly be called the upright-growing Dewberry. We have but a very few plants of this new variety to offer this season.

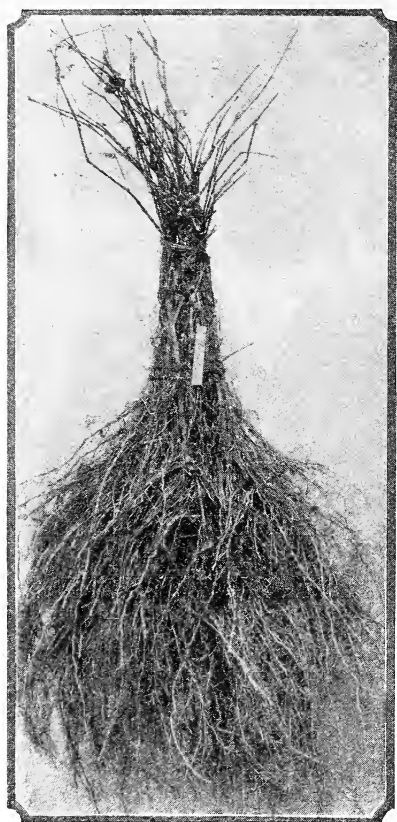
If you want the finest and sweetest Blackberry for home use, order some of these Alfred plants today. There never has been a Blackberry that could compare with Alfred in productiveness, size and flavor of the fruit produced. It is absolutely hardy, and such a vigorous grower that it produces a good crop the second season, and it is not unusual to pick a few berries the season of planting. From my observations in comparison with other varieties, I am positive that when Alfred becomes known it will replace all varieties of Blackberries and Dewberries. There always has been big money in Blackberries, and the many unusual qualities of Alfred make it without question one of the most valuable fruits ever introduced. Place your order immediately, as we have but a very few of these plants this season.



Lucretia Dewberries.

Emlong's Hardy Grape Plants

Sure to Grow ~ Bear Young ~ Heavy Croppers



The Grape plants were received last week, and they were surely fine. I have handled lots of Grape plants but yours were the best I ever saw.

U. GROSJEAN, JR., Ohio.

The Grape plants we got of you last spring were fine. They made a wonderful growth, every one lived and some had grapes on the first season.

L. L. MONEYSMITH, Ind.

I firmly believe that the finest Grape plants grown are produced along the western coast of Lake Michigan. This opinion is based on the reports of thousands of customers who have bought our stock and compared them with eastern and southern plants.

The soil here along the lake is ideal for root growth, as it is loose, deep, mellow and never wants for moisture. The roots, which naturally contain the life of any plant, attain their highest state of perfection in this ideal soil; this, coupled with our cultural methods, enables us to provide you with plants of the greatest ability to produce big, paying crops.

Every Plant Guaranteed

100 Per Cent Healthy, True to Name, Productive.

If we could show you our own bearing vineyards you would readily understand why we can give our stock the above liberal guarantee. We have over forty acres of bearing Grapes, that are thoroughly sprayed and cared for continuously to assure us a big supply of strong, healthy vines.

The cuttings from which our plants are grown are taken from our own vineyards, consequently we know absolutely that every plant will be true to name, free from disease and productive.

Only the strongest canes are used for our cuttings, and this assures a strong, vigorous plant of the most rugged vitality, because the cuttings are taken in the Winter after they have gone through the cold weather test.

Plant the Best

You will note by our price list that we offer both a 1-year XXX Concord and a 1-year plant. While the one-year plants are fairly well rooted, they are not near as strong and vigorous as the XXX grade, and unless your soil is exceptionally rich, we would advise planting the larger grade. The heavier plants will produce a crop fully a year earlier than the smaller plants. We have learned by experience that in planting fruit plants or nursery stock of any kind, the best is always the cheapest in the long run. We are giving you the benefit of this experience because we want you to succeed with everything purchased from us.

Big Money In Grapes

Grapes will thrive everywhere and are the easiest of all fruits to grow. No matter what the condition of the soil, light or heavy, rich or poor, our hardy Grapes will grow and bear tremendous crops for many years. Plant a large vineyard and make big money—or a few for home use and make your own grape juice, jams, jelly, or eat them fresh. Growers everywhere are making tremendous profits from Grapes and you can do the same.



Concord This great variety is without exception the most profitable Grape grown. Concord is the standard for comparison on all markets. Buyers everywhere pay a premium for this super-quality Grape. Concord is perfectly hardy, very productive and succeeds on all soils. The bunches are extra large and compact; berries large, bluish black color.

This is undoubtedly the greatest wine Grape on account of its extra fine quality and flavor, and the large amount of juice in the berries. This is the one all purpose Grape, and we heartily recommend Concord for both home use and market. Foliage healthy and tough and hangs very late.

Moore's Early Early; black. Moore's Early ripens about 10 days earlier than Concord. A fine table Grape, as the fruit is sweet and delicious. Berries and bunch large and firm; quality excellent. A fine Grape for fancy trade and home use.

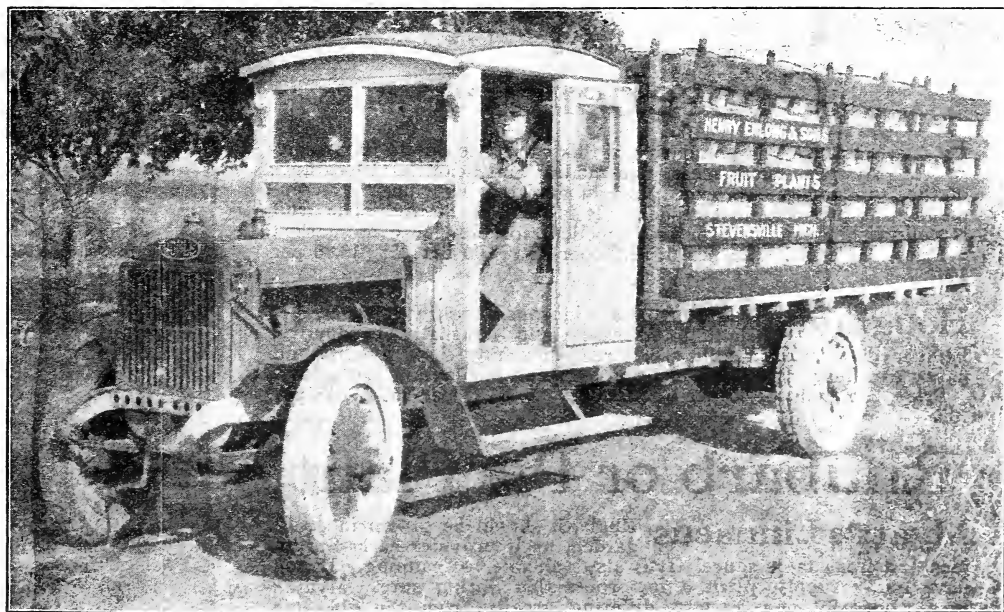
Worden Early; black. Very hardy, healthy and productive. In vigor and health, Worden is surpassed by no other variety, is practically immune from fungous diseases and a sure, heavy cropper. Ripens a few days earlier than Concord.

Lucile Medium early; red. The best red Grape on the market. Berries and bunch large, and as dependable a cropper as the Concord. Flavor sweet and delicious. Perfectly hardy everywhere.

Niagara Late; white. This is the leading white Grape throughout the country. Berries large, yellowish green when fully ripe. The bunch is large and compact. Niagara is perfectly hardy and fully as productive as Concord.

Champion Extra early; black. Champion is the earliest Grape grown, ripening ten days earlier than Moore's Early. It is tremendously productive; flavor and quality good. Fine for home use and profitable for market.

Campbell's Early Black; medium early. Produces larger bunches and larger berries than any other variety. Quality and flavor the finest; sweet and juicy. We recommend this variety for exclusive home use.



This load of Grapes consisted of 1260 four-quart baskets, and sold on the Stevensville market at 27 cents per basket. A total of \$340.20 for the load. Our vineyards average two of these loads per acre. The plants you buy from us are grown from cuttings taken from these heavy bearing vines.

London Market There is no variety of Currant so extensively grown as London Market. This variety thrives everywhere, as it is perfectly hardy. It is very productive, the berries are large and borne in large clusters. Color is bright red and very attractive. Quality excellent with mild flavor. The bush is healthy and holds its foliage until Winter.

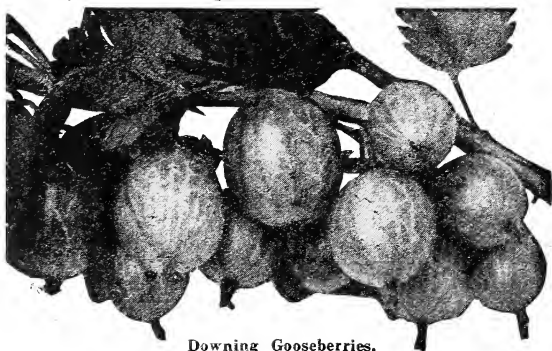
Price, 15c each; 75c per 6; \$1.25 per 12; \$2.00 per 25.

Perfection This new variety is a cross of the Fay and White Grape varieties. The fruit is a beautiful red color, extra large and of the finest quality and flavor. The fruit clusters are often six inches or more in length, and the large size of the berries is maintained to the end of the bunch. One of the most productive Currants ever grown; fine for home use.

Price, 40c each; \$2.00 per 6; \$3.65 per 12; \$6.25 per 25; \$21.40 per 100.



Perfection Currants.



Downing Gooseberries.

Gooseberries

Downing The popularity of this variety is due to its productiveness, fine quality and beautiful appearance of the fruit and the vigorous, upright growth. Downing is recommended as proof against mildew. It is perfectly hardy. The fruit is yellowish green in color and excellent for home use or market.

Price, 25c each; \$1.25 per 6; \$2.50 per 12; \$4.00 per 25; \$13.80 per 100.

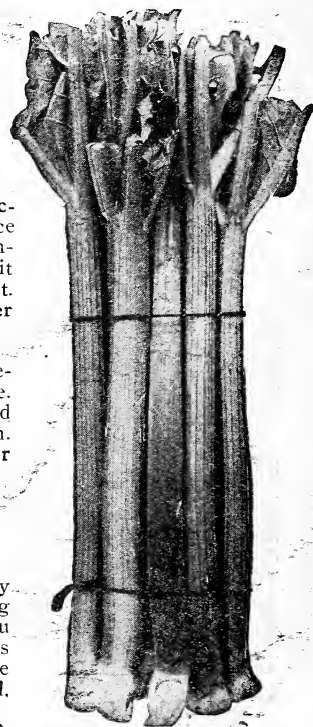
Houghton Houghton is a vigorous, healthy grower, resistant to diseases and unusually productive. Fruit medium size, smooth, a pale red when fully ripe. Quality and flavor excellent. You will make no mistake in planting Houghton.

Price, 20c each; \$1.00 per 6; \$2.00 per 12; \$3.25 per 25; \$11.15 per 100.

Rhubarb or Pie Plant

Myatt's Linnaeus Rhubarb should be grown in every garden, as it provides early-Spring pies and fresh table sauce. It is also valuable for canning. If you have not a supply, plant a few roots this Spring sure. Myatt's is a wonderful new variety, differing greatly from the old "pie plant," as it is an early, vigorous grower, very tender, with a mild, sub-acid flavor. The roots we offer are extra fine.

Price, \$1.50 per 12 roots; \$2.70 per 25; \$5.00 per 50; \$8.50 per 100.



Rhubarb.

SPECIAL PRICES ON LARGE QUANTITIES

Washington Pedigreed Asparagus

There is no variety of Asparagus as good as Washington, and whether you are growing for home use only or for market, you cannot afford to grow any other. This wonderful Asparagus was developed and introduced by the United States Department of Agriculture, and although it is just a recent introduction, it has become famous the country over.

Growers everywhere are discarding all varieties of Asparagus in favor of the famous Washington strain, because it is earlier, the stalks are larger, it is more productive, and last but not least, Washington is **rust resistant**, which means that one planting will produce profitable crops for many years.

Big Asparagus buyers everywhere now demand Washington and are willing to pay

a fancy price for it. Their customers demand Washington, because, when it is once eaten, no other variety will give satisfaction. The stalks are a purplish green color, large, tender and juicy; in fact, Washington is the one ideal Asparagus.

Grow Your Own

Just a few square feet of ground will produce this delicious early Spring vegetable for you in abundance, and at the low price we now have on this wonderful "Grass," you cannot afford to be without your own Asparagus garden. A single planting of the **rust resistant** Washington will produce abundantly for many years. Order your roots now and we will send them at proper planting time.

Hardy Michigan Grown Roots

We are pleased to announce that we have a fine supply of the genuine Pedigreed Washington Asparagus roots of our own growing, and this means that we will provide our customers with strictly fresh dug stock.

This is Important

Whether you buy your roots from us or elsewhere, buy nothing but one-year roots. Well known Asparagus authorities everywhere agree with us that one-year roots invariably give best results. One-year roots will outyield the two-year fully 100 per cent. **This is a fact—don't waste your money on two-year roots.**

Price, 75c per 25; \$1.35 per 50; \$2.50 per 100; \$4.00 per 200; \$5.50 per 300; \$6.25 per 400; \$15.00 per 1000.

Washington Pedigreed Asparagus.

Hardy Northern

Summer Apples

DUCHESS OF OLDENBURG. A very popular old time favorite. Nearly round, streaked red and yellow. Juicy and tender. A vigorous grower.

RED ASTRACHAN. The earliest and best red Apple. Fruit of good size, dark red. Vigorous, hardy and productive.

YELLOW TRANSPARENT. Especially adapted to cold climates. An excellent eating and shipping Apple. One of the first to ripen.

Fall Apples

WINESAP. One of the best grown. Dark red, rich, firm flesh, crisp and juicy. Fine for baking and home use.

GREENING. Very hardy; free from blight. Heavy producer, fruit large. A fine cooking and eating Apple.

Winter Apples

BALDWIN. More Baldwins are grown in northern states than all other Apples. Bright red, medium to large size. Flesh firm. Finest quality.

GRIMES GOLDEN. One of the most popular Apples grown. Brings fancy prices on all markets. Excellent for cooking, dessert or market.

NORTHWESTERN GREENING. Fruit large, greenish yellow, firm and fine grained. Very hardy, thrifty, good keeper and best for cooking.

DELICIOUS. Very healthy and productive. In flavor it has no equal. Keeps well and brings the very top market price. Plant Delicious for home or market.

JONATHAN. Highly flavored, tender, juicy and rich. Very profitable for market, and especially fine for market use. Bears young and a big producer.

HYSLOP (Crab). The best Crab Apple grown. Fruit large and rich, red, streaked yellow. Flavor very good. Fine for home use or market.

Prices, all varieties:	Each	10	25	100
4 to 6 ft. trees	\$0.60	\$5.00	\$11.50	\$40.00
3 to 4 ft. trees	.45	4.00	9.00	32.50
2 to 3 ft. trees	.35	3.00	6.50	22.50

Plums

BURBANK. Heavy annual bearer. Fruit large, round, dark red. Flesh amber yellow, sweet and juicy when ripe. Bears second year after planting.

DAMSON. Large, vigorous; tree hardy and productive. One of the finest for preserves. Fruit purple; medium size.

ABUNDANCE. A good shipping and market Plum. Large, showy fruit, beautiful rich, bright cherry color. Flesh yellow. Early bearing and very hardy.

GERMAN PRUNE. Purple or blue in color, juicy and rich. Brings best price on any market. Good for drying or canning.

Prices, all varieties:	Each	10	25	100
4 to 6 ft. trees	\$1.00	\$9.00	\$20.00	\$75.00
3 to 4 ft. trees	.75	7.00	16.00	60.00
2 to 3 ft. trees	.60	5.50	12.50	45.00



Abundance Plums.

2 TO 3 FT. TREES CAN BE SHIPPED PARCEL POST

Grown Fruit Trees

Peaches

ELBERTA. The leader of all Peaches. More Elbertas are grown than any other variety. Large, yellow, juicy; splendid for home use or market.

J. H. HALE. This wonderful new Peach is now grown extensively everywhere. Ripens a few days earlier than Elberta; fruit large, extra fine quality.

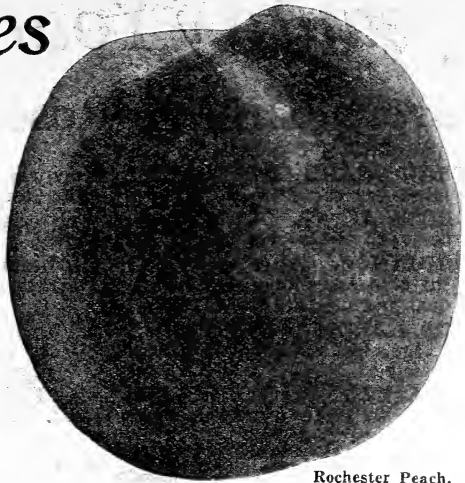
KALAMAZOO. A big money-maker. Midseason; yellow; heavy bearer.

ROCHESTER. The first large, yellow free-stone Peach to ripen. One of the finest flavored Peaches, and a good shipper.

ADMIRAL DEWEY. A sure cropper and bears young. Fine flavor, good quality, large, bright yellow. Hardy and a strong grower.

YELLOW ST. JOHN. Orange-yellow; flesh tender, juicy; quality very good. Tree is a strong grower, produces big crops early. A profitable Peach.

LEMON FREE. A good late Peach; grown everywhere. Fruit large size, yellow tinted red. Very productive.



Rochester Peach.

RED BIRD. Very early white. Very profitable, as it is the first Peach to ripen. Quality and flavor good.

Prices, all varieties:	Each	10	25	100
4 to 6 ft. trees\$0.45	\$4.00	\$9.00	\$35.00
3 to 4 ft. trees40	3.50	8.00	27.50
2 to 3 ft. trees30	2.50	5.50	20.00

Cherries

EARLY RICHMOND. The most popular early Sour Cherry grown. Fruit medium size, dark red, juicy, acid flavor. Very valuable for home use or market. In great demand by canners everywhere.

NAPOLEON. Sweet; yellow with bright red cheek. Flesh firm, juicy and sweet. One of the best Cherries for market or canning. Hardy and productive.

BLACK TARTARIAN. The finest black Sweet Cherry. Juicy, rich, fine quality and flavor.

SCHMIDT. The most delicious Sweet Cherry ever grown. Fruit large size and a beautiful deep red; very fine.

MONTMORENCY. A beautiful extra large, red Sour Cherry. Larger and firmer than Richmond, and ripens a week to ten days later. A strong grower, absolutely hardy, bears young and a heavy cropper. There is a big demand for Sour Cherries.

Prices, all varieties:	Each	10	25	100
2-yr., 4 to 6 ft. trees	\$1.00	\$9.00	\$20.00	\$75.00
2-yr., 3 to 4 ft. trees	.75	7.00	16.00	60.00



Napoleon Sweet Cherries.

Pears

BARTLETT. Undoubtedly the finest Pear grown. A big producer; ripens early; golden colored with red cheek. Flavor and quality the best.

KIEFFER. A big producer and sure cropper. This is the well known canning Pear. Hardy, prolific; fruit large and yellowish in color.

CLAPP'S FAVORITE. Tree hardy, vigorous, upright grower. Fruit large and fine looking. Flesh juicy, sweet and rich. Ripens last of August.

SECKEL. This is the small, sweet, rich Pear so widely grown for preserving and home use. Entirely hardy, and a big, sure cropper.

Prices, all varieties:	Each	10	25	100
4 to 6 ft. trees\$0.85	\$8.00	\$17.50	\$65.00
3 to 4 ft. trees70	6.50	14.00	50.00

SPECIAL PRICES ON LARGE QUANTITIES

Big Bargains in Shrubs, Roses and Bulbs

Gladiolus Bulbs

Price, 75c per dozen; \$5.00 per 100.

PEACE. Beautiful white with lilac on lower petals. Flowers large on tall spike.

WAR. Beautiful dark red shading to crimson. Undoubtedly the best and most popular red.

AMERICA. A lovely rose-pink. Flower spike long with extra large flowers.

MRS. FRANK PENDLETON. Color a lovely flushed salmon-pink. Flowers are extra large and well expanded.

BARON HULOT. The finest of all blue Gladioli. Spikes large and well filled with flowers and buds.

YELLOW HAMMER. Extremely showy.
Color pure canary-yellow, throat blotched
carmine.

GLADIOLUS COLLECTION. An assortment of 50 bulbs of the above varieties, all colors. A beautiful bed or border for only **\$2.00.**

Spirea Van Houttei or Bridal Wreath

Spirea Van Houttei or Bridal Wreath

This is the most popular shrub grown, perfectly hardy and thrives everywhere, even in partial shade. Very beautiful and graceful with long, drooping branches, completely covered with white flowers in May and June. Price, extra heavy, two to three feet, 2 year plants, 25c each; 3 for 65c; 10 for \$1.75.

230 each, 3 101 030, 10 101 \$1.75.

A black and white photograph of a garden path leading to a brick house. The path is bordered by dense, flowering bushes and leads up a small set of steps. The house has a prominent chimney and a balcony.

Spirea Van Houttei.

A. B. MORSE COMPANY, ST. JOSEPH, MICHIGAN

10. *Journal of Management Education*, 31(1), 10-20.

The
WONDER
Berry

MASTODON
Everbearing Strawberry

*The Largest
Most Delicious
Heaviest Yielding*



Crate of Mastodon, photographed on October 23, 1924. The only commercial everbearer. They sold for six dollars a sixteen-quart crate on the Chicago market all summer and fall.



Alfred

The New Coreless Blackberry

Six
Big
Points
Favor
Alfred

*378 Berries
by actual
count on one
bush sixteen
months after
planting.*

*Photo shows Alfred
one-half actual size*

Sure Cropper
Bears Young
Big Producer
Absolutely Hardy
Berries Two Inches
Long
Coreless and Sweet
as Honey

For a Complete Description of This Wonderful New Blackberry see Page 11

Hardy
Northern
White Rooted
Berry Plants

HENRY EMLONG & SONS
STEVENSVILLE, MICHIGAN

Guaranteed
to Live, to
Grow, and to
Produce